



**EMBASSY OF DENMARK**  
*Prague*

# Start with Denmark

**# 1 in Europe for ease of doing business**

Ole Frijs-Madsen, The Ambassador of Denmark in Czech Republic

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# Agenda

1. **Denmark on the business charts**
2. What makes the Danish business environment attractive?
3. Key sectors in Denmark that we focus on



## Reasons to locate your business in Denmark

### **No. 1 in Europe**

for ease of doing business  
World Bank, 2012-2019

### **The least corrupt**

country in the world  
Transparency International, 2018

### **One of the most**

flexible labour markets in the  
world  
IMD, 2018



Leader within  
digitalisation and innovation

## **No. 1 in the EU**

in digitalisation  
Digital Economy and Society Index,  
2018

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## **No. 2 in the EU**

in innovation  
European Innovation Scoreboard,  
2018

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## **No. 5 in the world**

in talent attraction  
Global Talent Competitiveness  
Index, 2019



Work-life balance  
in top

## **No. 1 in the world**

in life satisfaction  
OECD Better Life Index, 2018

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## **No. 2 in the world**

in work-life balance  
OECD Better Life Index, 2018

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## **No. 2 in the world**

in worker motivation  
IMD, 2018

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## **No. 2 in the world**

in happiness  
World Happiness Report, 2019



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# Why do business in Denmark?

## Easy interaction with public authorities

- In 2018, 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 up to 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.



# Why do business in Denmark?

## Favourable tax climate

- 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.

## 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.



# Why do business in Denmark?

## 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 of new technology and eager to test it, if necessary. This makes it easy to find partners and facilities to test and demonstrate new products, technologies and concepts in Denmark.

## Strong infrastructure

- Denmark has a unique infrastructure, being a central access point to Scandinavia and the rest of Europe.
- An impressive road and rail network, including the Oresund Bridge connecting Denmark and Sweden. The construction of the Fehmarn Belt Bridge, connecting Germany to Denmark, is planned to start in 2020.
- 6 international airports of which Copenhagen Airport is the Nordic hub with 30 million passengers.
- Some 75 percent of Danish exports are shipped by sea from around 25 ports. More than 64 million tonnes of international goods are loaded and unloaded at Danish ports every year.

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# Life sciences

- **Biotechnology and pharma**

Over a century ago, the first Danish pharma companies built the foundations for our thriving life sciences industry. Their progressive innovation has created one of the world's strongest biotech and pharma clusters. Today, we have a strong tradition for collaboration between industry, universities and the public health sector, which makes Denmark a hotspot for pioneering R&D in particular within cancer, the central nervous system (CNS), diabetes, inflammatory and infectious diseases.

- **eHealth**

Strong competence clusters within ICT and life sciences together with a tradition for public-private collaboration and being the world champion of public digitalisation have given Denmark a leading position within eHealth and digital health. Since 1968, a unique personal identifier has been issued to all Danish citizens at birth and for the last 25 years Denmark has systematically implemented national data standards and digital workflows across sectors. In 2020, the national dissemination of tele health will take place.

- **Medical technology**

Specialised companies, visionary universities and an effective public health care industry make Denmark a dynamic centre for medical technology. Offering R&D collaborations with Danish universities and strategic partnerships for innovating new medical technology devices, Denmark is an attractive base for a European office or design and development centre. Companies will also find everything they need here to start up production.

# Food

- **An innovative food cluster**

Around the world, Danish food products are synonymous with high quality, reliability and food safety. We operate some of world's most advanced processing plants and our research and innovation capabilities are internationally renowned.

- **Food ingredients**

With a world-market share of 14 %, Danish companies support global food businesses with a wide variety of nutritious, functional, cost reducing and health promoting ingredients. The unique Danish competencies are easy to access when you establish a base in Denmark.

- **Food technology**

Progressive farming methods and sophisticated processing technologies are at the heart of the Danish food industry. World-leading companies such as Alfa Laval and GEA have established R&D activities in Denmark and the industry is experiencing high growth.



# tech

- **Smart city**

The Danish municipalities' need 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 technology**

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 technology**

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 inter disciplinarily among Danish engineers – essential within robotics research. Strong test facilities within drone technology.

# Cleantech

- **Bioenergy**

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.

- **Data centres**

Apple, Facebook and Google 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.

- **Wind power**

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.

- **Green transportation**

Denmark has a proactive approach to the development of new and green transport technologies. This includes already having a national fueling infrastructure in place for electric, hydrogen and natural gas vehicles.

- **Energy storage and smart grid**

Denmark's reliable smart grid is designed to distribute energy from all kinds of renewable sources. Furthermore, we have a natural focus on the opportunities for energy storage.

# Maritime

- **A strong maritime cluster**

Our maritime cluster joins companies, universities, entrepreneurs and authorities in a close-knit hub. Together, they create the best possible conditions for pursuing new, innovative solutions based on the latest technological advances.

- **Alternative fuel sources**

Danish shipping companies transport 10 per cent of the entire world's trade. Combined with world leading R&D in alternative fuel and energy sources, Denmark is at the forefront of the sustainable maritime industry of the future.

- **Technology and equipment**

Denmark is a global centre for marine technology— onshore and offshore. As new opportunities for AI and blockchain rise, Denmark leads the charge in application and business development.



# Design and innovation

- **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.

- **Design as part of our DNA**

We're home to two world-class design schools, more than 5,000 registered design companies, public-driven support networks and universities and colleges with design competencies.





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**Thank you for  
your attention**

[www.tjekkiet.um.dk](http://www.tjekkiet.um.dk)

