



COUNTRY REPORT

Danish Economy

Denmark is an innovation-driven economy and a highly sophisticated consumer base. It is an attractive export market for any foreign company with a unique, innovative offering. In addition it is an optimal business gateway into the Nordic region, mainland Europe and the Baltic countries. With Denmark as your commercial point of departure you get easy, effective access to business opportunities in the prosperous Nordic region and across Northern Europe, markets with populations of approximately 25 million and 100 million respectively

The Danish market is an open, attractive and yet competitive market where there are significant business opportunities for your companies proposing value-added, innovative and unique technologies, products or services. The market represents a multitude of opportunities across a broad range of industries for companies demonstrating excellence, novelty and relevance.

The market is strong, open and globalized, with affluent and sophisticated consumers base of innovators and early adopters emphasising aesthetic and user-driven design, technology advances, sustainability and health/fitness. Easy access, low risk export market with no barriers when it comes to language, business etiquette and information sharing.

Copenhagen is the virtual capital of Øresund Region comprises eastern Denmark (Zealand, including Greater Copenhagen) and parts of the southern Swedish region of Scania. It is one of the most dynamic regions in Europe When you trade in the Øresund Region you get the best of two countries. You get the opportunity to develop your business in one of the best and sophisticated market with more than 1.8 million in Europe.

Economy of Denmark	
GDP	\$ 304.6 billion
GDP growth	1.8%
GDP per capita	US\$ 35,000
GDP by sector	agriculture: 1.1% industry: 22.8% services: 76.1%
Inflation	2.2%
Labour force	2.82 million
Labour force by occupation	agriculture: 2.5% industry: 20.2% services: 77.3
Unemployment	3.9%
Main industries	iron, steel, nonferrous metals, chemicals, food processing, machinery and transportation equipment, textiles and clothing, electronics, construction, furniture and other wood products, shipbuilding and refurbishment, windmills, pharmaceuticals, medical equipment
External	
Exports	\$99.37 billion
Export goods	machinery and instruments, meat and meat products, dairy products, fish, pharmaceuticals, furniture, windmills
Main export partners	Germany 17.53%, Sweden 12.68%, UK 8.49%, US 6.05%, Norway 6.01%, Netherlands 4.84%, France 4.57%
Imports	\$90.83 billion
Import goods	machinery and equipment, raw materials and semimanufactures for industry, chemicals, grain and foodstuffs, consumer goods
Main import partners	Germany 21.07%, Sweden 13.18%, Norway 7%, Netherlands 6.97%, China 6.22%, UK 5.53%

MARKET OPPORTUNITIES:

Renewable energy: Partnerships, services, financing, project start-up, sourcing of academic/industry expertise, energy infrastructure, domestic appliances, wind energy, biofuels, wave/tidal, grid technology supply, Electric Vehicle technology and testing/demonstration.

Consumer Goods: Consumer electronics, user-driven design, sustainability, exclusive fashion, niche fashion.

Food/Drinks: Innovative/functional food, organic food, healthy food, delicatessen products, convenience food and high-end products with a quality packaging and strong brand value.

Rail and Infrastructure: Rail network, Copenhagen Metro City Ring, Femern Belt Bridge between Denmark and Germany.

Life Sciences: Partnership identification, outsourcing services to Biotech and pharmaceutical sectors, licensing, value-added medical technologies to the healthcare sector, R&D collaboration and product/services supporting ongoing improvements of the Danish healthcare sector.

ICT: Niche software, innovative consumer technology, e-health, wireless technology, services supporting process optimization, Green IT, mobile innovation including mobile payment systems and intelligent transport system.

UN/Aid-funded business: Selling to the United Nations (education and scholastic equipment, vehicles, medical/hospital, pharmaceuticals/vaccines, water/waste water, election materials etc.)

In addition, there are significant business within Creative & Media, Business Services, Education and Training and Marine/Ports/Airports.

Denmark

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