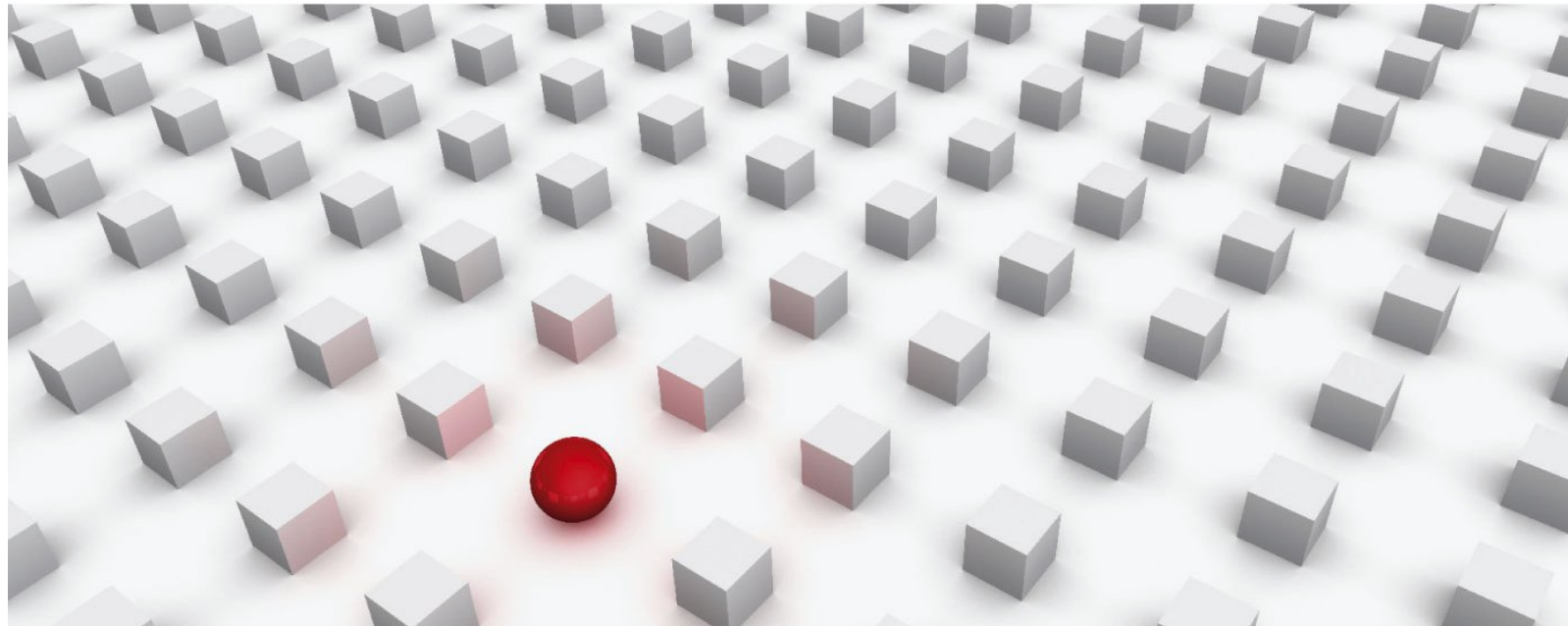


**MINISTRY OF FOREIGN AFFAIRS OF DENMARK**

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## Invest in Denmark – hvorfor gavner udenlandske investeringer – og hvordan skaffer vi dem?

Chef for Invest in Denmark, Merete Juhl

13 December, 2011

## Hvorfor er udenlandske investeringer vigtige og hvordan arbejder Invest in Denmark

1. Hvorfor er investeringerne vigtige?
2. Hvordan påvirker krisen?
3. Hvordan arbejder Invest in Denmark?
4. Samarbejdet med regioner/kommuner
5. Innovationscentrene



## Hvorfor er udenlandske investeringer vigtige?

- **Teknologi:** Internationale virksomheder forsker mere og har flere patenter.
- **Høj produktivitet:** Udenlandske investeringer er **mere effektive og øger dansk produktivitet.**
- **Jobskabelse:** samfundseffekten er minimum 1,66 per investeringsjob (Oxford Research). Microsoft Europe siger 1:30
- **Udenlandske virksomheder i Danmark:** 1 % af virksomheder, 27 % af eksporten og 19 procent af de ansatte





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## **Konkurrencen om internationale investeringer skærpet af globalisering og økonomisk krise**



- 400+ officielle investeringsfremme organisationer globalt.
- Mere end 100 konkurrenter alene i Europa.
- Fordel for Danmark at tale med én stemme globalt
- En kinesisk virksomhed kender dårligt nok Danmark, og slet ikke f.eks. Bornholm.

# Hvor arbejder Invest in Denmark i verden



# IDK matcher markedsefterspørgsel med de danske styrkepositioner



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**Peak conditions for MedTech companies**

**Siemens' first Center of Knowledge Interchange abroad - established in Denmark**

**Siemens and future challenges**

**Why Denmark?**  
Establishing our first Center of Knowledge Interchange abroad...  
John Frølich Nielsen, Commercial Director

**ESTABLISHING A BUSINESS IN DENMARK**

**Why Denmark? The best place to do business**

**When is it best to do business in Denmark?**  
When is it best to do business in Denmark? The facts and figures to prove it. Year after year, highly respected international reports from Forbes, World Bank, Economist Intelligence Unit and others choose Denmark as the best country for business!

**Software development - the Danish way**

**My ambition is to make the whole world Danish... if we were just as successful in other countries as we are in Denmark, the Microsoft Business Solutions (Linné) would be a factor of 1.0 bigger in terms of revenue.**  
Microsoft CEO Steve Ballmer, CNET News.com

**Denmark gives you an edge**  
Microsoft, IBM, Google and Oracle are but a few giants among smaller and larger peers. Denmark gives you an edge.

**Why Denmark? The best place to do business**

**When is it best to do business in Denmark?**

**Key facts about setting up a business in Denmark**

- Quick, informal and cost-efficient establishment procedures
- Online incorporation of new companies ready to do business within a few hours
- No resident requirements for management, including members of the Executive Board (CEO), Board of Directors or Supervisory Board
- Shareholders' and board meetings can be held electronically
- No notarial deeds
- Flexible language requirements - registration of corporate documents of limited liability companies (A/S, ApS and P/S) in Swedish or Norwegian language is possible as an alternative to Danish, and some documents may be registered in English.

**Establishing a business and choice of corporate form**  
The choice of corporate form is highly dependent on the type of business activities to be performed in Denmark. This fact sheet provides a brief overview of the main corporate forms in Denmark. (See next page)

**A safe and financially stable haven**  
Denmark enjoys general stability and transparency. Denmark is among the best prepared countries to resist financial and economic crises. Underpinned by its strong public finances, Denmark sees outperforming its European neighbors as proved by MSCI's financial stability stress test in 2009<sup>1</sup>. Denmark has chosen not to opt for the Euro, but to remain a strong member of the European Union.

**Transparency and no red tape**  
According to the World Bank, Denmark is one of the easiest places in the world to do business<sup>2</sup>. The Danish public sector is respected for its quality, its service

**midness, and its positive approach to business.** Danish public employees are known to be reliable, which continues to give Denmark top rank in the international transparency index<sup>3</sup>.

**A low risk choice**  
By choosing Denmark, you minimize both long and short term risks. If for some unforeseen reason your company has to withdraw or reduce its presence in Denmark, the flexible labor market enables you to do so without losing money due to indemnification costs. But there is more to Denmark than stability and transparency...

**1. Denmark scored 81.7 out of a possible maximum of 100 in the category 'Business Resilience' in the 2013.**

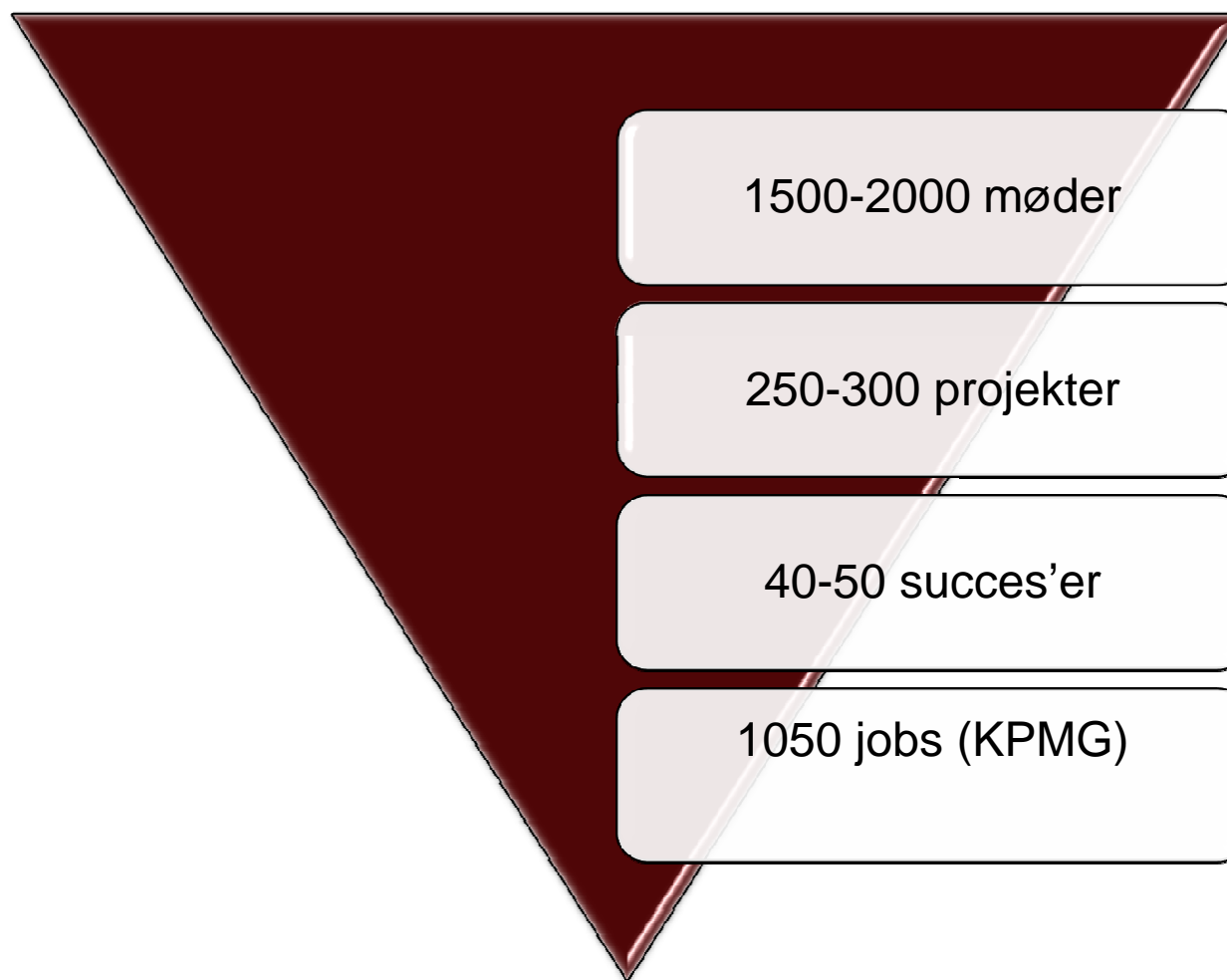
**2. Denmark scored 1.2 out of a possible maximum of 1.5 in the category 'Business Resilience' in the 2013.**

**3. Denmark scored 1.2 out of a possible maximum of 1.5 in the category 'Business Resilience' in the 2013.**



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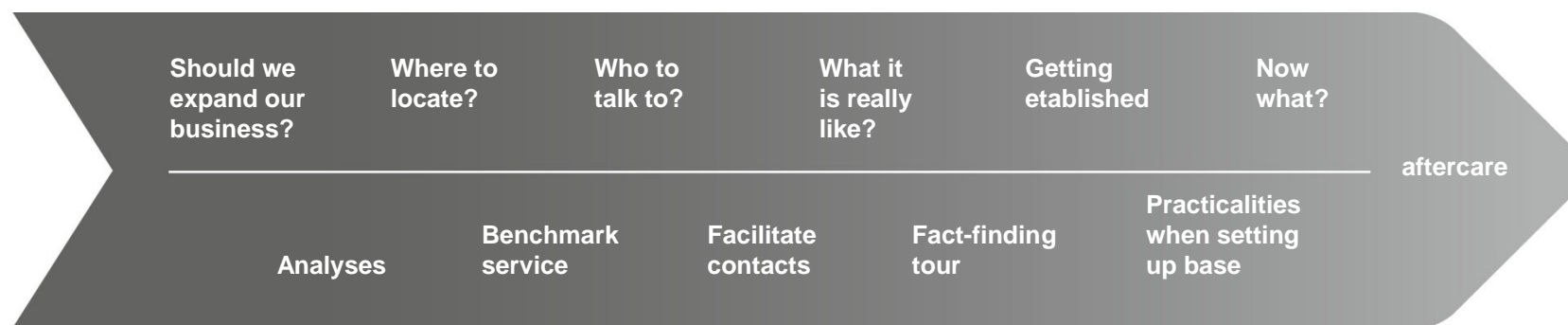
## Sådan arbejder Invest in Denmark



## Hvordan hjælper vi potentielle udenlandske investorer?

- Information og analyser
- Kontakt til potentielle partnere, myndigheder etc.
- Fact-finding besøg i Danmark
- Praktisk hjælp med virksomhedsetablering
- Service til etablerede virksomheder
- Talerørsfunktion når rammebetingelserne i Danmark klemmer
- **Altid gratis – altid fortroligt!**

Client



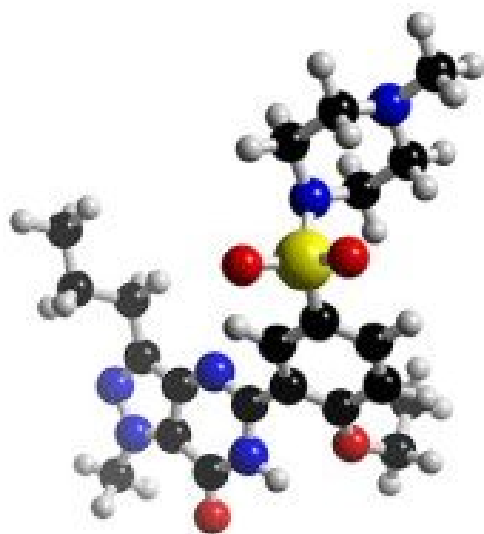
Invest in Denmark



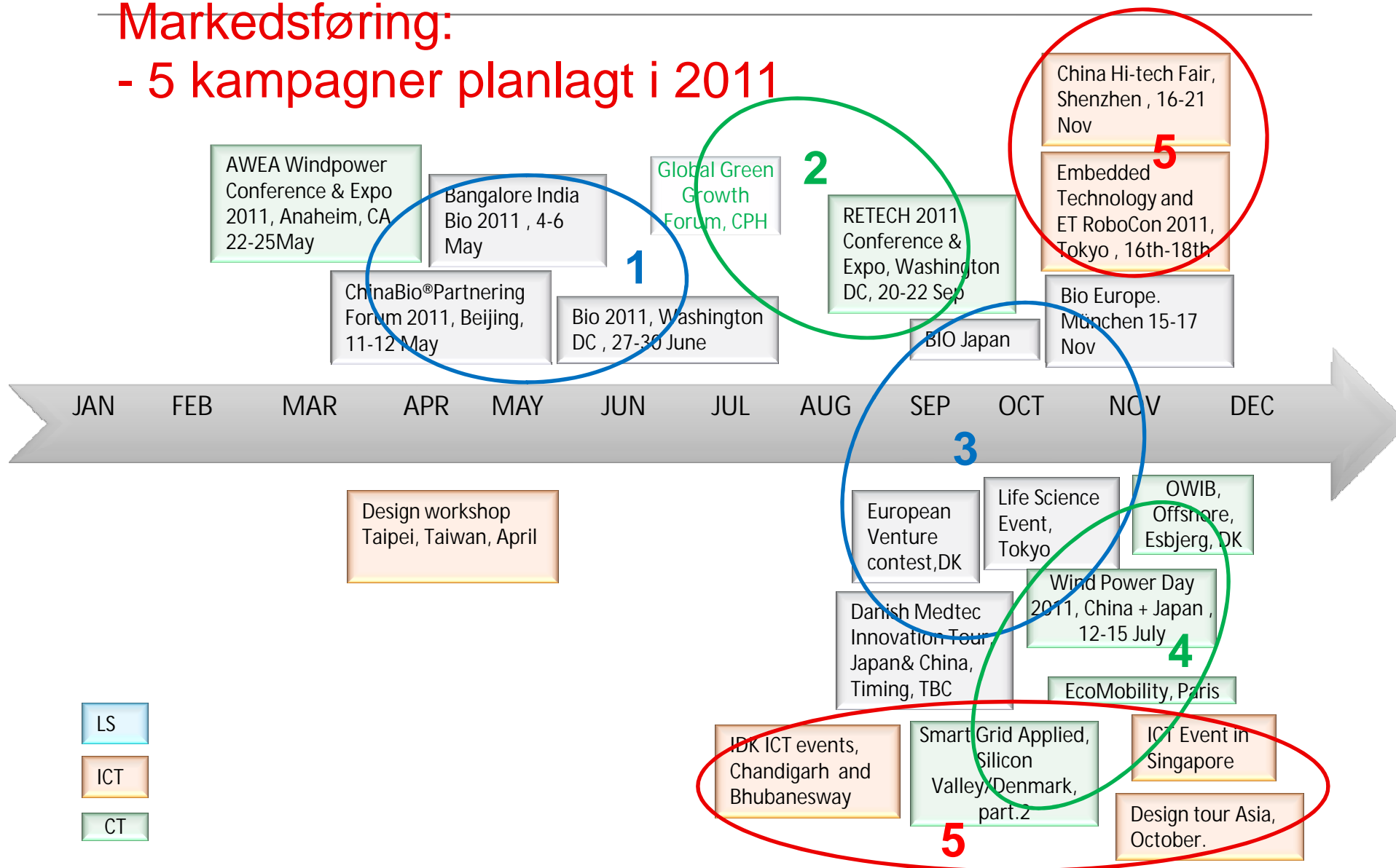
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# **Fokus på videntunge arbejdspladser – særligt indenfor LifeScience/velfærdsteknologi, ICT og Cleantech**



# Markedsføring: - 5 kampagner planlagt i 2011



- LS
- ICT
- CT

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**Denmark - a BioTech frontrunner**



**HIGHLIGHTS**  
 BioPharma dominates the industry with 61.77% share in the overall revenue  
 Agri companies lead the Top 20 tally of the fastest growing companies with over 100 percent growth  
 South and west, both claim 44 percent market share each  
 The Top 5 companies have grown in excess of 25 percent  
 BioServices segment registers a growth of 23 percent in FY 2010-11

Company Ranking

- 1 ₹1,483 crore Bincon
- 2 ₹1,041 crore Serum Institute
- 3 ₹928 crore Panacea
- 4 ₹610 crore Nuziveedu
- 5 ₹400 crore Dr. Reddy's
- 6 ₹380 crore Biocon
- 7 ₹350 crore BioCryst
- 8 ₹340 crore BioCryst
- 9 ₹330 crore BioCryst

**Denmark calls out for Asian investment**



Denmark boasts of the third largest drug pipeline in Europe and is a leader in areas of enzymes, CNS, diabetes and cancer research. BioSpectrum explores the infrastructure and opportunities provided by the country to its biotech sector



**'We will help India to tap the EU market'**

Mr Freddy Svane, Ambassador, Royal Embassy of Denmark, New Delhi

**Denmark calls out for Asian investment**



Mr Freddy Svane, Ambassador, Royal Embassy of Denmark, New Delhi

'We will help India to tap the EU market'

The government of Denmark is looking to attract Asian investment in Denmark's health industry. Invest in Denmark, which is a part of Denmark's health industry, is one of the top agencies in the world. BioSpectrum that his government's relations aimed at attracting Asian countries, particularly India, is noteworthy that Denmark is a part of the European Union according to Mr Haarder, the Danish Minister of Health. The 'Health Innovation' is working on a legislative view period of clinical trials (fastest in Europe) to Haarder believes that Denmark will help Indian companies, as the infrastructure allow excessive red tape. The Danish government has a legal framework for private investment in healthcare.

**BioSpecial**

The Danish government calls for Indian companies to set up operations in Denmark. "Denmark is a gateway to most part of Northern Europe. Copenhagen, being a major life sciences hub, is the ideal place for Asian companies to set up their North European headquarters. This will allow them to cover the market in Germany, Holland, Belgium and UK. The company tax rate here is only 25 percent and expatriates can benefit from a special tax regime," said Rasmus Bjørna, business development manager, Invest in Denmark.

**Clinical trial hub**

Approximately 1,000 clinical trials are approved and carried out in Denmark.

**Medicon Valley cluster (Fact file)**

- Population of approx 3.5 million.
- Companies with R&D and/or production: Approx 100 (red) biotech companies, 25 pharma companies (7 major) and 100 meditech companies.
- International companies with affiliates in Medicon Valley: More than 200 pharma companies and 170 meditech companies.
- Approx 40,000 employees in the private life science sector.
- Approx 10,000 life science jobs in the public sector.

环球市场 2011年02月22日 星期二

**丹麦：“西北欧桥梁”上的投资洼地**

丹麥的製藥業在歐洲處於領先地位，其研發投入佔GDP的3.5%，遠高於其他歐洲國家。丹麥政府正積極吸引亞洲投資，將其作為進入西北歐市場的重要跳板。丹麥擁有完善的人才培訓體系和靈活的監管環境，為生物科技公司提供了極佳的發展土壤。

**劳动力竞争力居欧洲前列**

丹麥的勞動力市場具有極強的競爭力，這主要得益於其高素質的勞動力資源和完善的社會保障體系。丹麥企業在吸引和留住人才方面具有顯著優勢，這對於需要大量研發人員的生物科技行業尤為重要。

**如何在丹麥設立企業**

對於有意在丹麥設立企業的外國投資者，丹麥政府提供了一系列簡便的行政程序。投資者可以通過丹麥的投資促進機構獲得專業的諮詢和服務，確保企業在丹麥的經營活動順利開展。

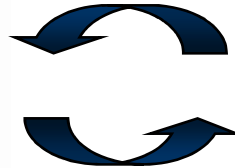
**鼓励外国投资 融资渠道广泛**

丹麥政府一直致力於吸引外國投資，並為投資者提供了廣泛的融資渠道。除了傳統的銀行融資外，丹麥還擁有發達的風險投資市場和創投基金，為生物科技的發展提供了充足的資金支持。



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## Match mellem regionale medarbejdere i Danmark og IDK's medarbejdere i Asien, Europa og Nordamerika

Regionale medarbejders detailkendskab til erhvervsliv, forsknings- og innovationscentre og lokale myndigheder matcher IDK's opsøgende arbejde med udenlandske virksomheder på de vigtigste globale markeder.

## Aftaler med vestdanske regioner og Region Sjælland

- Foreningen Vestdansk Investeringsfremme
  - Finansieret af Region/Vækstforum Nordjylland, Midtjylland og Syddanmark
  - Bestyrelse ledet af regionsrådsformand Ulla Astmann
  - 8 regionale projektledere i Aalborg, Aarhus, Herning, Odense og Kolding
  - 411 skabte eller fastholdte jobs i Vestdanmark årligt siden 2007
  - 1 regional projektleder i Roskilde, 170 skabte eller fastholdte jobs siden 2008
-

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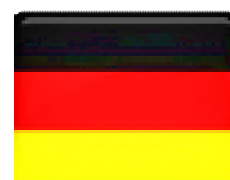
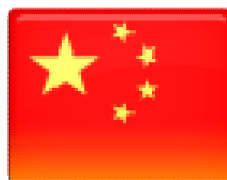


Vi bygger bro til internationale videnscentre  
**Innovation Center Denmark**

# Innovation Center Denmark: Fakta

1

4 Centre:



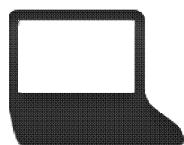
2

Et 'joint venture'



3

3 Sektorer





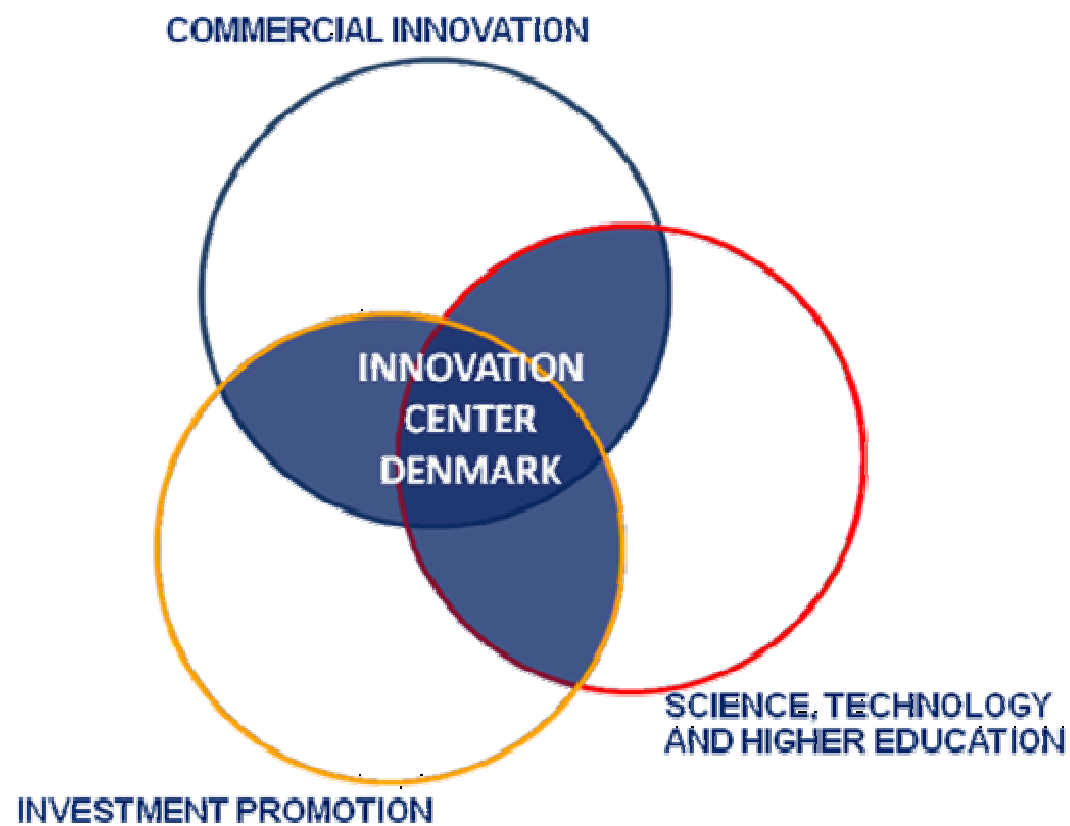
# Innovation Center Denmark

- styrker dansk forskning og innovation
- markedsfører Danmark som førende videnssamfund.

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# Innovation Center Denmark De tre ben



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# Libratone: Fra 0-100 på 365 dage



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# Delta:

## Dansk teknologi – Tyske udfordringer





*We speak business*