

## **DENMARK POWERS FORWARD GENERATING OPPORTUNITIES FOR INNOVATIVE UK COMPANIES**

The Danish market is an open, attractive and yet competitive market where there are significant business opportunities for UK 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. 'Me-too'-products catering to a crowded marketplace will often encounter difficulties gaining access to the Danish market. Product differentiation, high brand value and trend-setting propositions will, in most instances, be positively received.

The key opportunity areas are: Life Sciences, Energy and Renewables, Food and Drink and Infrastructure and Construction. There are other opportunities in ICT and Creative Industries but such companies in these industries need to be innovative in the development of all the key sectors sought.

### **Energy and Renewables**

The Danish Energy Sector as a whole has an enormous, strategic business development potential for UK companies based on the fact that the industry is a world leader within Energy and Renewables. Denmark has for many years had an interest and strong business presence within the Oil and Gas industry with companies such as Maersk A/S setting the standard. However, in recent years the focus from both a political, social and business perspective on new, green and low carbon technologies has made Denmark a leader on a global scale, when it comes to defining the future of the sector and hereby, the potential for UK companies moving forward. The three primary areas in which Denmark offers a great business opportunity for UK companies is the Wind / Offshore, Infrastructure and Electrical Grid sectors.

1. Denmark is very strong within the wind energy and offshore sector being a world leader with key companies such as Vestas, Siemens, Dong, Bladt Industries, LM Windpower and KK Electrics moving the innovation and business development barriers on a daily basis by working together with all the developers, Venture Capitalists and suppliers from around the globe. The development will only continue in the future with new players coming into the market with funding and development of the offshore activities, e.g. the UK offshore projects.
2. Denmark will in the coming years be investing heavily in the infrastructure to support the development of not only the energy sector, but the country as a whole. The investments will be made into rail and road connections, a subsea tunnel connecting the country directly to Germany, a future securing of the electricity grid and the development of 20 hospitals all over Denmark. The different High Value Projects pose an enormous potential in all sectors, but the UK Energy Sector should grab the chance to make a difference.
3. The development of the electrical grid in Denmark will demand a huge amount of know-how and innovative technology. Denmark has invested heavily in smart grid and smart metering systems, and now the time has come to put the technology into use. Market leaders such as Dong and Energinet.dk are ramping up the efforts and UK companies need to be present in the market, becoming visible and insuring themselves business for many years to come.

### **Infrastructure and Construction**

Major infrastructure projects are currently in the planning in Denmark and will require expertise, services and products from foreign companies. The most notable opportunity areas include the Fehmern Fixed Link to Germany and 4 major rail projects.

### **Life Sciences**

The life science industry in Denmark has developed into one of the strongest in Europe. The industry consists of a dense network of universities, hospitals and companies working within medical technology, biotechnology and pharmaceuticals where focus is largely on research and development.

Denmark is an international example of how to successfully turn academic knowledge into commercial business, evidenced by its long tradition of close collaboration between basic research institutions, academic as well as commercial researchers, and highly skilled companies. The blend of research and development, design and innovation, market testing, high-tech production and strong user-producer linkages, provides the perfect base for a range of life science activities. The dynamic environment is evidenced by Medicon Valley, one of Europe's leading science cluster, with more than 100 biotech companies with own R&D, major R&D based pharmaceutical companies (such as Novo Nordisk, LeoPharma and Lunbeck), over 200 medtech companies, and in excess of 50 relevant service providers, Contract Research Organisations and Contract Manufacturing Organisations and experienced life science Venture Capitalists.

As a result Denmark is the third-largest commercial drug-development pipeline in Europe in absolute numbers, with investment in Danish biotechnology having reached more than EUR 3.8 billion – the second largest in Europe. And with an export share of more than 90 percent of the total production, Denmark is among Europe's largest exporters of medical technology products per capita.

In addition, Denmark is embarking on a pioneering reform of its healthcare infrastructure with the establishment of 20 new revolutionary 'Super Hospitals' nationwide over the coming few decades, a project worth in excess of £4.4 billion.

### **Food and Drinks**

Main opportunity products areas in Denmark involve Low Fat, Convenience Food, Healthy Snack, Allergy Free, low Salt, Innovative Food Products, Private Label, Established Brands with quality offerings and Organic Food.

### **Market Visit Information**

Essex Chambers are working in conjunction with UKTI East and the British Embassy in Copenhagen to take a group of companies to Denmark with a view of maximizing the trade opportunities available to them.

If your company fulfils the requirements listed in the above sector reports then this could be your chance to start trading with Denmark. The first step is to express your interest by contacting **Debbie Joyce** on **01206 765277** or email [debbiejoyce@essexchambers.co.uk](mailto:debbiejoyce@essexchambers.co.uk)

Sector specialists from the Embassy will speak with all interested parties to ascertain whether their product / service will succeed in the Danish market. If this proves positive then a chargeable report will be processed giving details of Danish companies who wish to meet with you and an appointment schedule arranged for the dates of the group visit. Hotel accommodation has been reserved, at a very competitive rate, for those companies joining the group. There will also be the opportunity to attend an evening networking event with members of the British Chamber of Commerce in Denmark.

**Cut-off date for applications 16<sup>th</sup> January 2012**