

Doing Business in

Denmark



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Are you a member of a UK company wishing to export overseas? Interested in entering or expanding your activity in the Danish market? Then this guide is for you!

The main objective of this **Doing Business Guide** is to provide you with basic knowledge about Denmark; an overview of its economy, business culture, potential opportunities and an introduction to other relevant issues. Novice exporters, in particular will find it a useful starting point.

Further assistance is available from the UKTI team in Denmark. Full contact details are available at the end of this guide.

Important Information - Sanctions and Embargoes

Some countries may be subject to export restrictions due to sanctions and embargoes placed on them by the UN or EU. Exporting companies are responsible for checking that their goods can be exported and that they are using the correct licences.

Further information is available on the [Department for Business, Innovation & Skills \(BIS\)](#)

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1. Introduction

WORK WITH UK TRADE & INVESTMENT DENMARK TO UNLEASH YOUR BUSINESS POTENTIAL IN DENMARK AND IN THE NORDIC REGION

Boasting an ideal strategic location, a world-class infrastructure, an innovation-driven economy and a highly sophisticated consumer base, Denmark is an attractive export market for any UK company with a unique, innovative offering.

Denmark is the most southern country in Scandinavia and forms 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.



DENMARK AT A GLANCE

Population:	5,5m
Area:	43,095 square kilometres (excluding Faroe Islands and Greenland)
Capital:	Copenhagen (1.8m in Greater Copenhagen Area)
Currency:	Danish Krone (DKK), 1 Krone = 100 øre
Exchange rate:	£100 = DKK 855 (March 2010)
GDP per capita:	US\$ 35,000 (PPP)
Exports to UK:	£3.4 billion
Imports from UK:	£2.2 billion
Unemployment rate:	3.9% (March 2010)
Labour force:	2.9m

DENMARK ON TOP: STRENGTHS OF THE MARKET

- Strong, open and globalised economy.
- Denmark has the world's best business environment 2008-2012 (Economist Intelligence Unit): An efficient, flexible labour market, a strong and transparent financial and legal system, outstanding infrastructure, highly educated workforce and macroeconomic stability.
- Thriving knowledge-driven industry with internationally renowned expertise and clusters within Life Sciences, ICT, Consumer Goods, Infrastructure, Cleantech and Renewables, Creative & Media and Business Services.
- World-class infrastructure with 4 international airports (numerous daily flights between UK and Denmark), high-quality, low traffic density motorway network, efficient public transportation, effective rail network, bridge to Sweden and numerous sea ports.
- Strong historical, cultural and commercial ties between Denmark and the UK.
- Denmark has the world's best ICT infrastructure (IBM and Economist Intelligence Unit) with an excellent capability of government, consumers and businesses to absorb and use information and communications technology.
- 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.

OPPORTUNITIES IN DENMARK

Whether you are a small or middle-sized company with limited international experience or a truly global multinational with a strong presence in Denmark, UK Trade & Investment Denmark can assist your company growing business in the Danish market and across the Nordic region.

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.

UK Trade & Investment Denmark highlights opportunities within the following business sectors:

- Life Sciences
Business opportunities areas: 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
Business opportunity areas: 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.
- Food/Drinks
Business opportunity areas: Innovative/functional food, organic food, healthy food, delicatessen products, convenience food and high-end products with a quality packaging and strong brand value.
- Cleantech and renewable energy
Business opportunity areas: 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
Business opportunity areas: Consumer electronics, user-driven design, sustainability, exclusive fashion, niche fashion.
- Rail and Infrastructure
Business opportunity areas: Rail network (signalling), Copenhagen Metro City Ring, Femern Belt Bridge between Denmark and Germany.
- UN/Aid-funded business
Business opportunity areas: 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.

TRADE BETWEEN DENMARK AND THE UK

The trading relationship between Denmark and the UK is traditionally strong and friendly. The Danes have a slight trade surplus with the UK and trade in both directions is about £5.7 billion annually. There are approximately 1,100 Danish companies in the UK today and UK-based companies continue to have a strong and visible presence in Denmark as well. Danish companies such as Novo Nordisk, Arla, Vestas, Carlsberg, DONG Energy and Danish Crown are expanding their activities in the UK. Equally, British businesses are very active in Denmark across a broad range of industries including Life Sciences and ICT.

Danish and British business people have a strong and longstanding tradition for forming bi-lateral alliances and business partnerships. Through consistent, targeted networking activities, UK Trade & Investment in Denmark facilitate events for British and Danish industry decision-makers to meet and explore mutual interests and business opportunities.

ECONOMIC OVERVIEW

Denmark is a modern market-led economy featuring a high-tech agricultural sector, state-of-the-art industry with world-leading companies in pharmaceuticals, maritime shipping and alternative energy, and a high dependence on foreign trade. The Danish economy is also characterised by extensive government welfare measures, an equitable distribution of income, and comfortable living standards.

Denmark is a net exporter of food and energy and generally enjoys a comfortable balance of payments surplus. After a long consumption-driven upswing, Denmark's economy began slowing in early 2007 with the end of a housing boom. The global financial crisis has exacerbated this cyclical slowdown through increased borrowing costs and lower export demand, consumer confidence, and investment. The global financial crises cut Danish GDP by 1.2% in 2008 and 3.6% in 2009. Historically low levels of unemployment have risen with the recession. An impending decline in the ratio of active wage earners to retirees will be a major long-term issue.

Denmark maintained a healthy budget surplus for many years up to 2008, but the budget balance swung into deficit during 2009. Nonetheless, Denmark's fiscal position remains among the strongest in the EU. Despite meeting the criteria to join the European Economic and Monetary Union, so far Denmark has decided not to join although the Danish Krone remains pegged to the Euro.

POLITICAL OVERVIEW

Denmark is a constitutional monarchy and is among the world's most politically stable democracies. The minority Liberal-Conservative Government is expected to remain in office during much of 2010-11, with parliamentary support from the populist Danish People's Party and a small number of independent members of parliament.

GETTING HERE AND ADVICE ABOUT YOUR STAY

BY AIR

Denmark and the UK are ideally connected for businesses to interact in a flexible, efficient and cost-effective manner.

Several airlines including British Airways, SAS, EasyJet, Norwegian, Cimber Sterling and BMI operate services to the UK. From Denmark, you can fly to the UK from Esbjerg, Aalborg, Billund and Copenhagen. From Copenhagen Airport, there are direct routes to London (Heathrow, Gatwick, Stansted and London City), Birmingham, Manchester, Newcastle, Glasgow, Edinburgh and Aberdeen. A Copenhagen-London return-fare can cost as little as £60.

Copenhagen Airport is an important Northern European hub not only connecting Copenhagen with Nordic cities but also offering direct links to North America and Asia.

AT THE AIRPORT

Taxis from Copenhagen Airport to Copenhagen City Centre cost around £20. The journey takes around 15-20 minutes. A tip of 15% is already included in the fare, so if you want, "round up" but don't add another tip. Both the Copenhagen Metro and frequent mainline trains runs between the airport and Copenhagen City Centre. The journey takes around 15 minutes with a £4 single-fare ticket.

VISAS

EU residents do not require a visa to enter Denmark but need to hold a valid passport.

FCO Travel Advice

The FCO website has travel advice to help you prepare for your visits overseas and to stay safe and secure while you are there.

For advice [please visit the FCO Travel section](#)

2. Preparing to Export to Denmark

The first rule of exporting to Denmark (and anywhere) is DYH – Do Your Homework, so:

- Plan your market strategy carefully **before** you approach anyone. Do not assume for example that what worked in, say, The Netherlands will work in Denmark.
- Consult the “Markets” section of the UK Trade & Investment Portal, free by registering on www.uktradeinvest.gov.uk There is a wealth of up to date information here written by experts who work in the market.
- Find out what kind of business partner you want and adjust your strategy accordingly-for example if you are able to hold stocks ready to ship immediately you can do direct business but this may not give the optimum market coverage so you still might need an agent to drum up new customers. The agent will probably want to hold samples and not stocks, so if your needs are different perhaps an importing distributor with warehousing and own logistics will meet your specification. In return for buying and holding stocks distributors will expect to set their own price lists. Some sections of the retail sector, for example food and drink are best covered by a distributor. UK Trade & Investment in Copenhagen are very happy to advice on the permutations and the possibilities.
- Danish companies tend to have flatter management structures and the corporate thinking is much less hierarchical than in the UK, so come prepared to negotiate, have all the technical information about your products, prices and be ready for some straight talking!
- Danes are characterised by positive and open business communication with their partners. They expect their suppliers to visit the market and generally spend time on building trust and lasting relationships with their business partners.
- When approaching a Danish company expect them to ask for a link to your website and trade prices. It follows that your website must be attractive, up to date and a presentation of your products or services on the site. “Website under construction” has just lost the order for all eternity. Danes will ask for an indicator of price levels, and even though this is often subject to quantity purchased, a price indicator is needed to build trust.

- As Danes are proficient English speakers initial trade literature in English is fully accepted. Thereafter it is usual for the importer to translate trade literature and for you to pay for printing.
- Generally, UKTI in Denmark provides British-based companies with a range of services to grow their business in the Danish market.
- Our services include the provision of market information tailored to your market segments as well as identification of local agents or potential business partners, key market players or potential customers for your products.
- But we do not stop there, we can engage over the phone with exactly the right contacts to establish their level of interest in business with you and we can arrange an itinerary to spend targeted time in Denmark through pre-arranged appointments.
- In addition, we can help you profile your product or service offer by organising exclusive events, seminars, roundtable discussions and conferences for you to engage with the right Danish stakeholders for success on the Danish market.

You can commission these services under which are chargeable and operated by UK Trade & Investment (UKTI) to assist British-based companies wishing to enter or expand their business in overseas markets. Under this service, the Embassy's Trade & Investment Advisers, who have wide local experience and knowledge, can identify business partners and provide the support and advice most relevant to your company's specific needs in the market.

To find out more about commissioning work, please contact your local UKTI office. See www.uktradeinvest.gov.uk

3. How to do business in Denmark

Denmark is a member of the European Union (since 1973 with the UK); therefore, in general, European business practices and standards apply. Denmark has decided not to participate in the Euro, but the Danish Krone is firmly linked to the Euro. There is strong international confidence in the Danish economy and the Krone.

What companies should consider when doing business

According to the Economist Intelligence Unit (EIU), Denmark ranks as the best place in the world to conduct business; this analysis is based on infrastructure, macro-economic stability and political initiatives.

In general, the Danish consumer is relatively conservative. They prefer to buy products that have already proven their technology and value on other markets.

Gateways/Locations – Key areas for business

Denmark is connected with mainland Europe and the Nordic Countries. This position acts as a gateway to the rest of Scandinavian and the Baltic countries.

Copenhagen is the capital of Denmark with a population of 1.7 million. Copenhagen's position is fortified by an extensive railway system, high quality transportation system and Northern Europe's largest airport.

Whilst about 25% of the population of Denmark lives in the Greater Copenhagen area it is worth bearing in mind that 66% of all industry is based in Jutland and Funen.

Market entry and start up Considerations

The import climate is open and receptive to British products and investments. There are no significant trade barriers or regulations that British companies need to take into consideration. Danish imports are very diversified and many opportunities are available.

British companies can approach the Danish market in a number of ways; the most appropriate market entry strategy would be dependent on the business sector.

- The appointment of a local Danish agent or distributor is advisable. Denmark is a small market and one agent or sole distributor is usually sufficient to cover all of Denmark. Many Danish companies still prefer to deal with an established local agent or distributor, rather than buying directly from abroad. In many cases, this is based on a preference for, or even a requirement to have, a responsible, legal entity in Denmark supplying the product. The Danish agent/distributor community is developed. Some sectors are dominated by a few powerful companies. There is now some slow movement toward direct purchasing, especially from European suppliers. This trend is especially evident in the food business, where the larger retail chains have their own import departments. Companies wishing to use distribution and agency arrangements need to ensure that the agreements they put into place are in accordance with European Union (EU) and Member State National laws.
- Direct Selling to end customers, this could be appropriate if numbers of end users are few and manageable.
- Licensing and joint venture arrangements are common in Denmark.

Regular visits to the market are important and essential in building good business relationships especially in the early stages. Danish businesses believe in and build on long-term business relationships.

Customs and Regulations

Denmark is a member of the European Union and there are no import duties between member states. If goods are produced in the UK, they are not liable to pay import duty on entry into Denmark.

Legislation and Local Regulations

Denmark has maintained a no-barrier policy and has the best record of all EU countries regarding implementation of Single Market directives. A Value-Added-Tax (VAT) of 25 percent is applied on a non-discriminatory basis to all goods (and almost all services) sold in Denmark, whether imported or locally-produced.

Local Danish taxes are applicable on certain products, for example alcohol, tobacco, confectionery and packaging. Further information can be obtained from the Danish Tax Office: www.skat.dk

Recruiting and Retaining Staffing

The Danish labour force is generally stable, well-educated and efficient. Language skills are good and English is considered a natural second language among a very high proportion of Danes. Danish wages are high and personal taxes are among the highest in the world but corporate taxation (25% in March 2010, effectively lower when expenses and depreciation are deducted) is among the lowest in the EU.

Documentation

Goods which are in free circulation within the European Union (those which are not liable to pay custom duties in the EU) may move freely within all EU member states.

Labelling and Packaging Regulations

The marking and labelling requirements for products sold in Denmark are numerous. The requirements may originate from Danish or EU laws and regulations. For the exporter to comply, the assistance of the Danish importer is essential. As a general rule, consumer products must be labelled in Danish. Certain products must be marked clearly with the country of origin. In some cases, the importer may do the marking. Weights and measures must be stated using the metric system.

Standards and Technical Regulation

The Danish Standards Association is Denmark's national standardisation body and one of the leading certification enterprises in Denmark. www.ds.dk

Intellectual Property Rights

In general, Denmark offers adequate protection for intellectual property rights. Denmark adheres to key international conventions and treaties concerning protection of property rights. The WTO Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) has been ratified.

4. Business Etiquette, Language and Culture

Language

As has been already stated, English is a natural second language for most Danes with an estimated 4.72 million speakers (86% of the population). Around 76% of these have learned the language at secondary school, and 84% of the population consider better work opportunities to be the core motivation behind young people learning a second language. The vast majority of Danes (92%) believe that all EU citizens should be able to speak one language in addition to their mother tongue.

You can reasonably expect to be able to approach a Danish company in English and this is rapidly becoming the norm. In some larger organisations English may in fact be the de facto corporate language. It is not uncommon to take part in pan-Nordic meetings/calls/webinars for example, with decision makers from all the Nordic countries speaking in fluent English.

You are still unlikely to have problems finding a fluent English speaker in even the smallest of Danish firms, just bear in mind that Danes are proud and protective of their language and culture

At the very least a Danish company will expect you to have a professional website in English as well as relevant trade literature. In some cases (e.g. consumer goods) it will be necessary to translate packaging/labelling in order to sell in to the Danish market (see section 3), similarly when selling a software service in to the public sector language localisation might be required. Translation services are relatively inexpensive and widely available, should they prove necessary.

The Danish language contains fewer words than English, and as a result the Danish style of spoken communication can seem quite direct, consider for example that there is no word for 'please'. Subtle hints, gesturing, implied meaning through tone and context, and evasive answering of questions are commonplace in the British mode of oral communication, both in and out of the workplace, this is less true of the Danish.

This direct, concise and open manner can at first seem arrogant or rude. Rest assured that the Danes share a similar dry sense of humour with the British, though

might be less comfortable with the use of irony and sarcasm in the context of a business discussion.

Meetings and Presentations

The aforementioned direct, communicative style of the Danes means that meetings are concise and will focus on specific business opportunities likely to have been discussed beforehand. Small talk over the telephone or in a meeting environment is far less common than in the UK, one could argue that the Danes exhibit an attitude towards work best characterised as efficient and Germanic (but no Dane will thank you for saying this).

Denmark regularly tops tables for both use and penetration of IT and internet technologies throughout society. The first port of call for any potential partner in Denmark will be your website, their expectations will be high and they are likely to form an initial judgement as to the quality and capability of your business based upon it. Similarly standards of graphic design are very high so any literature provided should be of a good quality.

Face-to-face communication is highly valued in Denmark and in order to establish and build a good working relationship with potential partners we would highly recommend visiting the market in-person. When meeting Danes for the first time use a formal greeting and shake their hand (check the pronunciation of their names beforehand if unsure), you will most likely be invited to address them by their first name soon after. Bear in mind (and don't be surprised) that some Danish names can sound the same for both sexes e.g. Conny and Connie, a bit like the English (and Danish) Kim and Kim.

Danes are typically loyal to an organisation and will conservatively approach opportunities seeking out secure, long-term, collaborative solutions.

It is very important that you arrive / dial-in to an arranged meeting **on time**, if you are delayed be sure to advise your hosts as far in advance as possible. When booking appointments avoid July and August as these are considered to be summer holiday months. Also take in to account that the working day in Denmark typically begins and ends a little earlier than in the UK, and that meetings, that usually last one hour, should be booked well in advance.

An extended business lunch is far more common than after-hours appointments which are unlikely to be attended unless there is a unique and interesting proposition involving high-level decision makers.

It's worth noting that family and friends form the core of Danish life, this typifies a country where personal taxation and salaries are both very high, as is the quality of social welfare services and national infrastructure. Most Danes are also insured

against unemployment and have access to free education making the workforce not only highly educated but noted for its rapid ability to adapt to changes in market conditions.

At all levels of business it is considered normal for the family to take priority over work, the lines between work and social lives are squarely drawn and seldom crossed. Denmark regularly tops global league tables for both business competitiveness and the reported happiness of its citizens; this work-life balance is one reason cited for this combined success.

Negotiations

Negotiations will normally proceed quite quickly if a Danish decision maker senses an opportunity. Decisions will typically involve a large number of people, but this does not always mean they will ultimately be consensus driven.

Don't approach negotiations in an aggressive manner; attempt to resolve any conflicts of interest through calm negotiation. A mutually beneficial outcome is what Danish companies will usually be seeking, so approach them openly and honestly.

In a business environment typified by flat-hierarchies, social boundaries between employees are uncommon, as such more than in the UK will expect to have their ideas and opinions listened to and considered throughout the decision making process.

Whilst typified by a flexible approach Danes are sometimes wary of external organisations, a tendency towards internalisation ('the Danish way is best') is not unheard of.

5. What are the challenges?

Are there really any difficult challenges to doing business in an easy, safe market like Denmark, with buyers that pay for goods and services consistently well and where most are very happy to do business with the UK? And often in perfect English!

Well, yes there are challenges, but with a bit of preparation and a smidgeon of desk research before you leave the UK, you can solve a lot of potential niggles before they even start to be challenges.

In fact, isn't it all down to adjusting business cultures, Danish and British, and meeting somewhere in the middle?

Getting here

First of all, one of the challenges is getting here and deciding where your market lies. So get yourself a map, on paper or off the internet. Amazing how many exporters are surprised at distances that look small on maps so remember taxi drivers do a roaring trade in lost export sales people.

So, where are you going to; where is the nearest airport to my potential distribution centre? Indeed where is Danish industry? Not much in Copenhagen when about (66%) of all Danish manufacturing industry lies in Jutland and Fyn!

So silly and basic as it may sound, lots of exporters have flown into Copenhagen only to discover they have to go to Jutland to do business, a 3 to 4 hour journey by road with bridge toll, or by rail. Perhaps there is an airport in Jutland served from a regional UK airport? (There are 4 in fact).

Is it better to have your distributor based in the middle of the country, or on the fringes of Greater Copenhagen? After all, a quarter of the entire population of Denmark lives in Greater Copenhagen, which might suit a consumer goods manufacturer to have a distributor there better than an industrial tooling one.

Whatever you do, show some knowledge of the country before you arrive so your potential distributor will know you have made the effort and have taken an interest.

VAT and DYH

Taxation, a doddle now we're all in the EU? Well no.

Take for example VAT, or MOMS as it is called in Danish. Don't assume that just because your goods are VAT-free in the UK that they will be zero in Denmark too. You'll need to find this out before you start comparing prices on the shelves of Danish supermarkets or you will get your profit margins and mark-ups wrong.

This is because MOMS is generally 25% on most goods and services in Denmark and, please check, there might be a hidden luxury tax on things like chocolate and packaging as well. So if you make chocolate biscuits, export books or baby shampoos, all zero-rated in the UK, the moral is **DYH** (Do Your Homework) and log in to the Danish tax website before you leave. The text is in English as well as Danish.

www.toldskat.dk

Language Challenges

OK, so the Danes are good at English and I speak English so what's the challenge here? Well, yes, you are nearly right, but don't expect signs to be in English and your host faultlessly to interpret the English from your particular region correctly, when you don't speak a word of Danish yourself.

If for example you take the road to Copenhagen you'll have to know it is København you're looking for as your destination. Copenhagen doesn't exist, at least on road signs. And if you have a delightful regional accent, do speak slowly (but not loudly), don't use company jargon and explain or spell out all abbreviations. After all, SAS isn't the heavy brigade in Denmark, but an airline to most Danes. And write it all down, with a copy for each of you, so there can be no misunderstandings later on. We know plenty of Debt Collectors who will be happy to pick up the pieces and charge you for their services if you don't!

Labelling Challenges

A real can of worms (and if it is, say so on the label!). **DYH** again!

You need to take expert advice on product contents and for example any standards that are almost certainly different to the UK's. Yes, we are all in the EU but Danish labels are much more detailed than those in the UK. And they are naturally written in Danish. It is in your distributor's interest to help you with the appropriate Danish standards authorities, but we can suggest some contacts for you to **DYH**.

Getting Paid

Generally, the Danes are the most honest and least corrupt of all EC nations but we know things do go wrong occasionally. Once again, **DYH**.

If you are worried about payment call your bank and ask if they will speak for the amount with that firm. They'll charge you a fee, because they are a business just like you are, and they, in turn, will consult their bank connection in Denmark; or consider using **Export Credit Guarantee Department** (ECGD) to underwrite you
www.ecgd.gsi.gov.uk

But bear in mind that usual payment is "running month and 30 days" and after that, unlike the UK, all Danish firms expect you to charge them interest if late, usually 1½%, but negotiable. So do it and no-one will be offended; or consider offering a discount for early payment and then everyone is happy.

Then if it really goes wrong, there are lawyers and there are lawyers; equally so, debt collectors and debt collectors. Remember UK Trade & Investment can't intervene in commercial disputes, but a letter on British Embassy paper often shifts slow payers

into Top Gear. And we can supply lists of lawyers and debt collectors if really needed.

Business Dress

Business dress? Should this be a challenge? Well no, but dress comfortably and smartly and if the Dane isn't wearing a tie feel free to loosen yours. Remember the business culture bit again and meet half-way. The rule is that Copenhagen tends to adopt more formal attire, especially financial and legal and other "suits" cultures, but this gets diluted and more casual the further away you get from Copenhagen.

6. How to Invest in Denmark

Financial Assistance

Denmark is exceptionally strong within industries such as Life Sciences, ICT, Creative & Media and Environmental Technologies. This is evidenced by looking at companies such as Novo Nordisk, Vestas, Siemens Wind Power, Bang & Olufsen etc. These companies are located in clusters, such as the world renowned Life Sciences cluster Medicon Valley.

Besides the industrial strengths mentioned earlier, Denmark has the benefit of a unique, secure and flexible labour market – a market that offers a social security system that safeguards and supports employees. Furthermore, Denmark offers great quality of life, and at the same time a workforce that is characterized by lean efficiency.

Lastly, Denmark serves as the natural gateway to the Nordic and Baltic countries – Copenhagen Airport is the main hub in Northern Europe and offers easy access to all markets in the Northern European region.

Denmark offers foreign investors a wide range of possibilities for establishing a business.

For further information, contact Invest in Denmark (www.investindk.com) or alternatively Copenhagen Capacity (www.copcap.com).

7. Contacts

If you have a specific export enquiry about Denmark which is not answered by the information on this report, you may contact:

UK Trade & Investment Enquiry Service

Tel: +44 (0)20 7215 8000

Fax: +44 (0)141 228 3693

Email: enquiries@ukti.gsi.gov.uk

If you prefer to contact the UK Trade & Investment team in Denmark direct, contact:

UK Trade & Investment Denmark
British Embassy Copenhagen
Kastelsvej 36-40
DK 2100 Copenhagen
Denmark

Tel: +45 3544 5106

Email: commenq.copenhagen@fco.gov.uk

[UK Trade & Investment](#) can help you make the most of these opportunities and help you plan your approach to the market. You may find out more about the range of services available to UK companies trading internationally through your local International Trade Team.

We hope that you have found this guide useful. For further information, please contact your International Trade Adviser or UKTI's team in Denmark.

8. Resources/Useful Links

Business Link: International Trade

Business Link's International Trade pages provide an overview of export basics including licensing, customs procedures, classifying and movement of goods, other regulatory information and export paperwork issues. It also introduces exporters to the UK Trade Tariff.

Essential reading for exporters!

Find out more at:

<http://www.businesslink.gov.uk/bdotg/action/layer?r.s=tl&r.lc=en&topicId=1079717544>

Country Information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<http://www.fco.gov.uk/en/travel-and-living-abroad/travel-advice-by-country/country-profile/>

Culture and communications:

CILT – National Centre for Languages - Regional Language Network in your area:

http://www.cilt.org.uk/workplace/employer_support/in_your_area.aspx

Kwintessential culture guides:

<http://www.kwintessential.co.uk/>

Customs & Regulations:

HM Revenue & Customs: www.hmrc.gov.uk

Import Controls and documentation (SITPRO): <http://www.sitpro.org.uk>

Economic Information:

Economist:

<http://www.economist.com/countries/>

Export Control

Export Control Organisation:

<http://www.berr.gov.uk/whatwedo/europeandtrade/strategic-export-control/index.html/strategic-export-control/index.html>

Export Finance and Insurance:

ECGD: <http://www.ecgd.gov.uk/>

Intellectual Property

Intellectual Property Office:

www.ipo.gov.uk

Market Access

Market Access Database for Tariffs (for non-EU markets only):

<http://mkaccdb.eu.int/mkaccdb2/indexPubli.htm>

SOLVIT – Overcoming Trade Barriers (EU Markets only)

www.bis.gov.uk/EUMarketAccessUnit

Standard and Technical Regulations:

British Standards Institution (BSI):

<http://www.bsigroup.com/en/sectorsandservices/Disciplines/ImportExport/>

National Physical Laboratory: <http://www.npl.co.uk/>

Intellectual Property - <http://www.ipo.gov.uk/>

Trade Statistics:

National Statistics Information: <http://www.statistics.gov.uk/hub/index.html>

UK Trade Info: <https://www.uktradeinfo.co.uk/>

Travel Advice:

FCO Travel: <http://www.fco.gov.uk/en/travel-and-living-abroad/>

NHS: <http://www.nhs.uk/nhsengland/Healthcareabroad/>

Travel health: <http://www.travelhealth.co.uk/>