
PRESS RELEASE

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For immediate release

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‘Doing Business in Denmark Guide’ launch

The ‘Doing Business in Denmark Guide’ website is now live and the hard-copy brochures are currently in print.

19th December, 2016 – The ‘Doing Business in Denmark Guide’ is now officially live and can be accessed via: www.denmark.doingbusinessguide.co.uk.

The main objective of this Doing Business in Denmark Guide is to provide you with basic knowledge about Denmark; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues. We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Denmark. Full contact details are available in this guide.

To help your business succeed in Denmark we have carefully selected a variety of essential service providers as ‘Market Experts’: AST Language Services; Bibby Financial Services; 3 (Hi3G Denmark Aps); LUNDGRENS; Norwegian Air Shuttle ASA; Ramboll; Sadolin & Albæk AS; Sheltons Accountants; and Team Relocations.

The guide has been produced by International Market Advisor, in partnership with the Institute of Export, and with support from the British Chamber of Commerce in Denmark.

Five things to know about exporting to Denmark:

- Denmark is ranked 3rd out of 190 countries, and the top location in Europe, in the World Bank's 2016 Ease of Doing Business index.
- In 2015 Denmark was ranked 1st out of 168 countries in Transparency International's latest corruption perception index. Denmark is one of the EU's best performing economies. It has low inflation, strong growth and relatively low unemployment at 6.2%.
- Strengths of the Danish market include easy access to northern European markets via Copenhagen hub airport and high quality motorway network, a well-educated population with a high proportion of university graduates, an advanced telecommunication infrastructure and it takes only 24 hours to establish a company online.
- Denmark is the world leader in Cleantech and low carbon-related industries. Danish companies control one third of the global wind market and are the world leaders in supply chain technologies to the wind industry.
- Doing business in Denmark is very similar to doing business in the UK. If your product or service is successful in the UK, there is a good chance you will be successful in Denmark.