

# Facts

- 5.4mio people (460.000 from outside DK)
- 5 regions and 98 local authorities
- 66% cultivation, 12% forest, 10% lakes. Built-up 12%.
- Agricultural produce, beer, medicines, furniture, shipping, wind turbines and products of the advanced metal industries
- Fisheries 3.7%, industry and construction 23% of the population. 35% public services and 38% private business
- 2/3 of foreign trade with EU, Norway and the USA are the most important

# BNP

## BNP/CAP

NORWAY	53,037
DENMARK	37,392
SWEDEN	36,494
FINLAND	35,280
EASTONIA	21,094
LITHUANIA	17,661
LATVIA	17,416

International dollars

# Top 5 Reasons for choosing Denmark

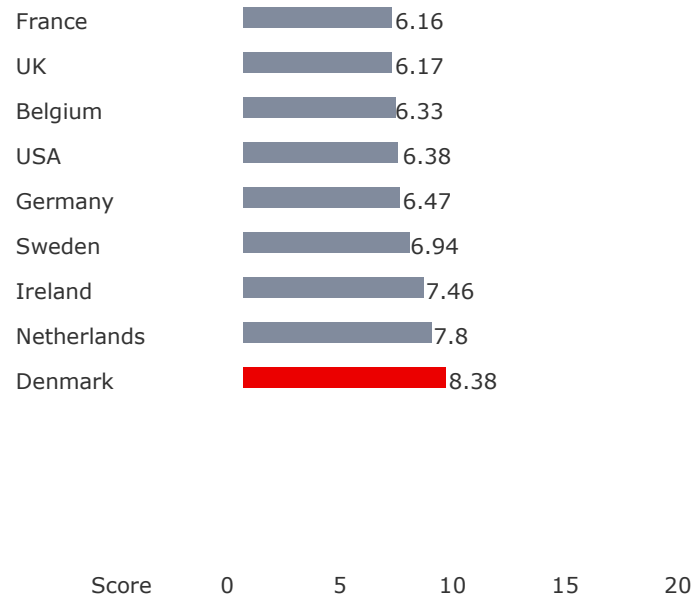
- A natural gateway to the Scandinavian countries
- Copenhagen Airport is the main hub in Northern Europe  
One of the world's top 3 flexible labour markets
- One of the most advanced telecommunication infrastructures in Europe with world leading use of PC, Internet and Broadband
- A company tax rate of 25% and expatriates can benefit from a special tax regime
- A well-educated population with a high proportion of university graduates and excellent language skills

# Europe's most flexible labour market

- The Danish workforce is among the most productive in Europe and no restrictions apply regarding overtime work, allowing companies to operate 24 hours a day, 365 days a year.
- Denmark has a low frequency of strikes.
- Compared to other European countries the Danish rules for termination of contracts are very liberal. Provided that the legal and agreed notices are respected, the employer is entitled to dismiss skilled and unskilled workers at any time, without incurring costs from day to day.
- This makes it easier for an individual business to adjust the size of its workforce in Denmark, compared to other European locations.

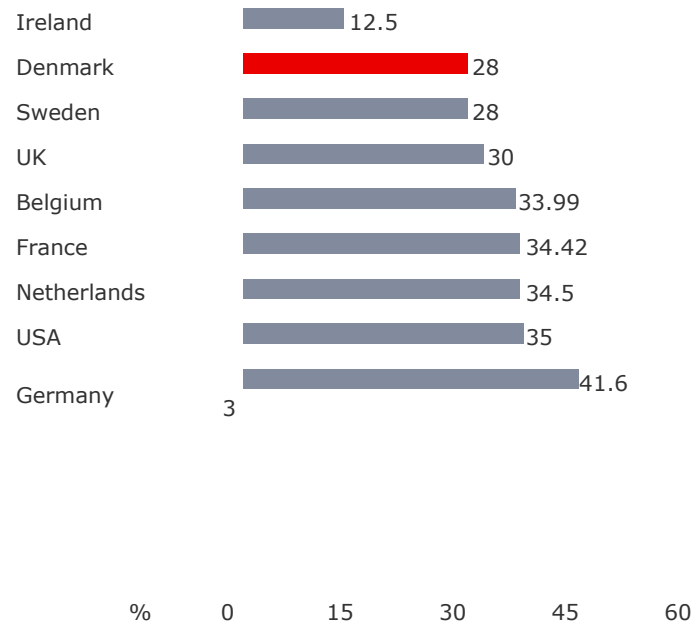
# Customs Authorities

Degree to which customs' authorities facilitate the efficient transit of goods



Source: The World Competitiveness Yearbook 2005, IMD

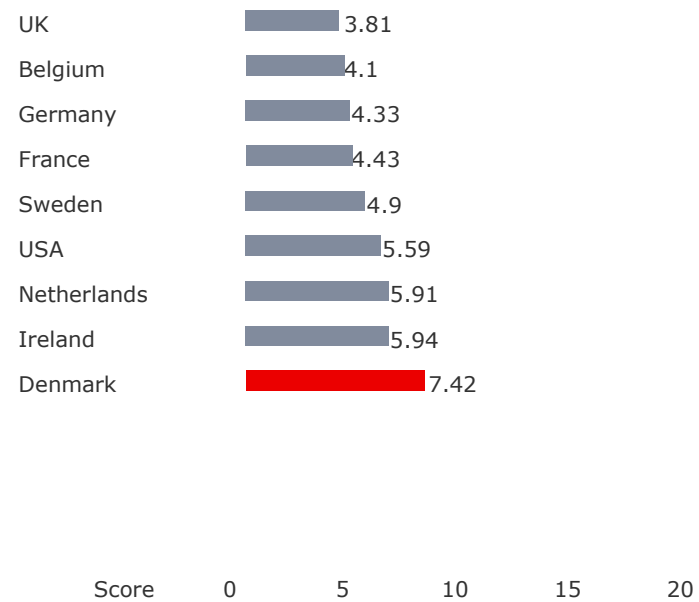
# TAX RATES



Source: World Competitiveness Yearbook, IMD 2005

# Transparency

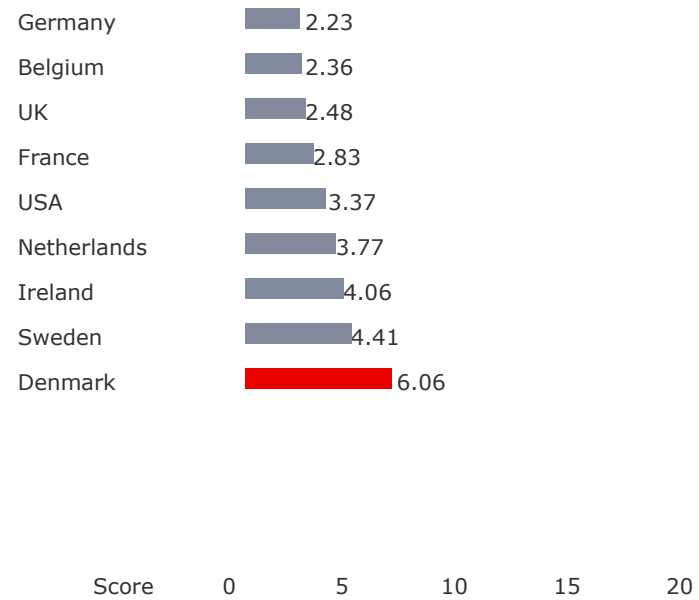
Transparency of government policy (score). The higher the score the better.



Source: The World Competitiveness Yearbook 2005, IMD

# Bureaucracy

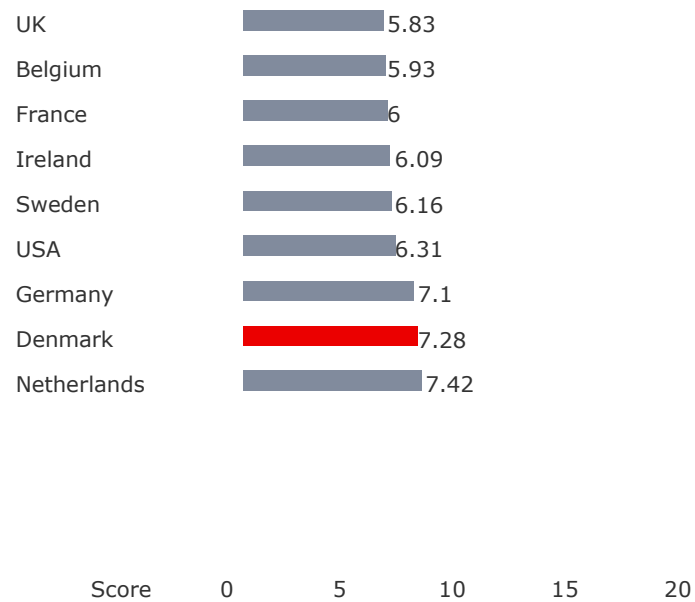
Degree to which ureaucracy hinders business activity. The higher the score the better.



Source: The World Competitiveness Yearbook 2005, IMD

# Competition Legislation

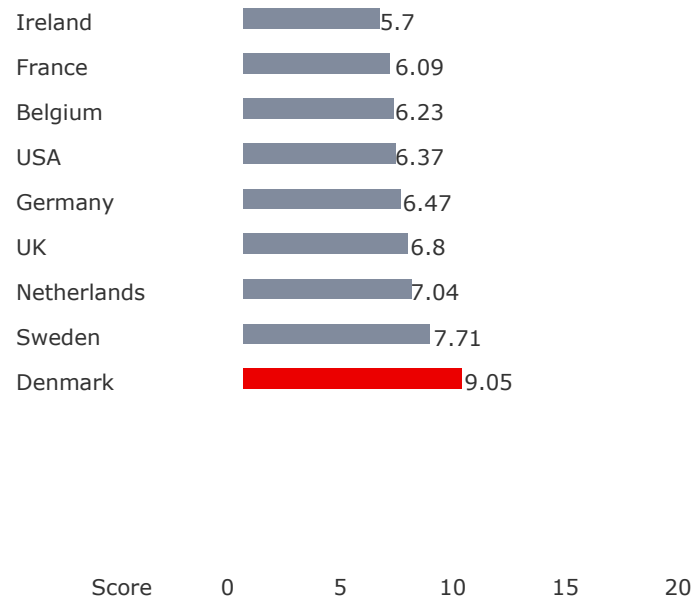
Degree to which competition legislation is efficient in preventing unfair competition. The higher the score, the better.



Source: The World Competitiveness Yearbook 2005, IMD

# Bribing and corruption

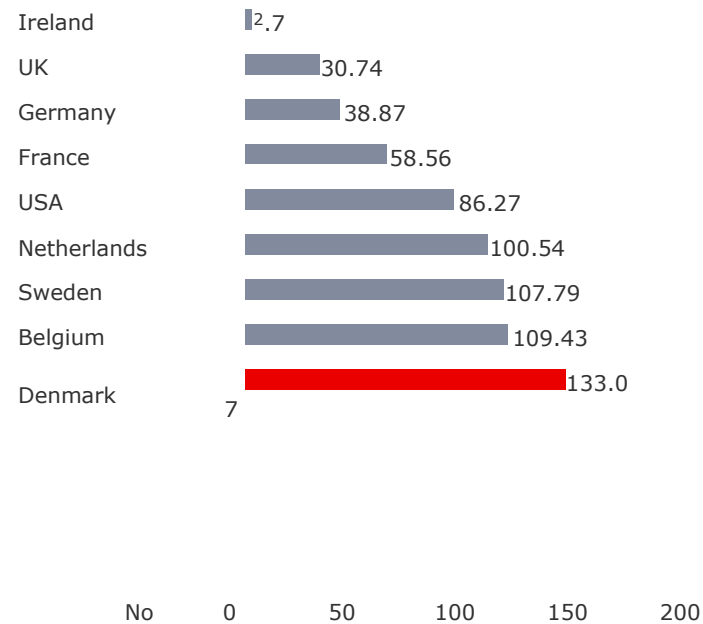
The higher the score, the lower the corruption.



Source: The World Competitiveness Yearbook 2005, IMD

# Broadband subscription

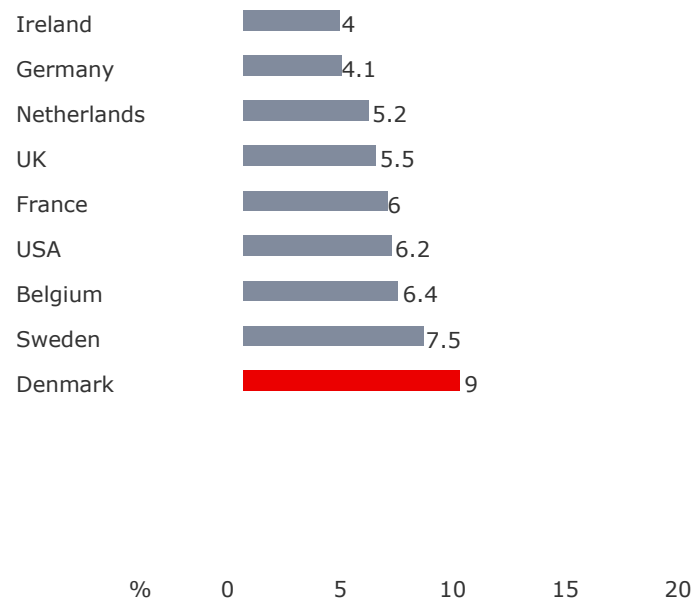
No of subscribers per 1000 inhabitants



Source: The World Competitiveness Yearbook 2005, IMD

# Education

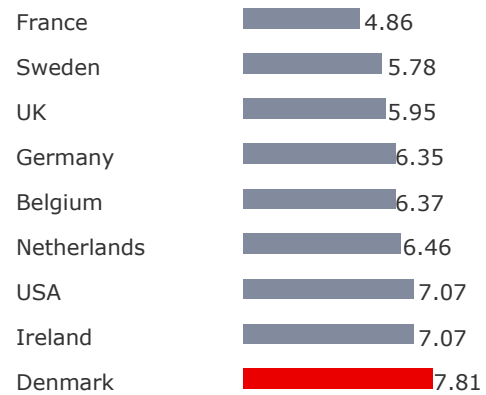
Total public expenditure on education as percentage of GDP



Source: The World Competitiveness Yearbook 2005, IMD

# Worker motivation

Worker motivation, score. The higher the score, the better.



Score 0 5 10 15 20

Source: The World Competitiveness Yearbook 2005, IMD

# TIPS

- Danish business people may appear somewhat formal at first, but are likely to show a more informal side of themselves.
- The dress code sometimes may seem a little too relaxed for international standards
- likely to get down to business right away and are generally conservative and efficient in their approach to business
- Handshakes (with men and women) are the accepted form of greeting. Danes shake hands both for greetings upon arrival and departure from a meeting.
- Virtually all Danish businesspeople have a good working knowledge of English,
- Business gifts are not a normal custom in Denmark.
- A businessperson is seldom invited for dinner at the home of a business acquaintance.
- Advance appointments are required, and punctuality is a must; it is considered rude to be late.
- The standard work week is 37 hours.
- Mandatory vacation is five weeks plus up to five more days per year plus local holidays.
- School summer vacation is from about June 20th to about August 8th, December 20th – January 5th, or during the week of Easter.
- Danes treasure their leisure time, most of which is spent with their families.

# PARTNERS

- **Looking for Danish Business Partners?**

The Chamber of Commerce can assist your company in finding a potential Danish business partner. The Business Contact Centre can make a specific list of Danish Companies that fulfill your requirements according to your specifications (NACE Code based). They offer a selective search with the aim of identifying potential business partners in Denmark.

The fee for this service is calculated according to the number of compatible companies found. A list containing 100-500 Danish companies will cost 100 Euros, a list containing less than 100 companies will cost 50 Euros.

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