



Doing Business In Denmark:

A Country Commercial Guide for U.S. Companies

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Chapter 1: Doing Business in Denmark

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Market Overview

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- Denmark is a constitutional monarchy which shares a southern border with Germany and which is connected by bridge to southern Sweden. With a total area of 43,096 sq. km. (16,640 sq. mi.) it is slightly smaller than Vermont and New Hampshire combined. The total population is 5.48 million people.
- Denmark is a rich, modern society with state-of-the-art infrastructure and distribution systems, a highly skilled labor force and a central location that makes it an excellent distribution point for the Scandinavian, Northern European and Baltic markets.
- Denmark's standard of living, with a GDP per capita of USD 56,923 in 2007 is among the highest in the world.
- Denmark is a firm advocate of liberal trade and investment policies and actively encourages foreign investment. The country has been a member of the European Union (EU) since 1973.
- There are 350-400 American subsidiaries established in Denmark and a strong American Chamber of Commerce with more than 270 members.
- Political and commercial relations with the United States are excellent. The United States is Denmark's largest trading partner outside the EU and has a 5.2 percent share of total Danish trade in goods.
- Denmark's major imports from the United States are: industrial machinery, capital equipment, computers and telecom products, software, aircraft, and scientific instruments. Other important U.S. exports to Denmark are military equipment, chemicals and pharmaceuticals, tobacco, wine, fresh vegetables, nuts, and forest products.
- American-owned firms in Denmark are prominent in information technology (IT) and telecommunications products and services, in biotechnology and in offshore oil and gas exploration and production.

Market Challenges

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- Danish consumers are relatively conservative. They prefer to buy products that have already proven their technology and value.
- Danish companies believe in long-term relations. Companies that are in the market chiefly to "make a fast buck" may find better opportunities in markets other than Denmark.
- Danish wages are high and personal taxes are among the highest in the world but corporate taxation is among the lowest in the EU.

- Denmark has decided not to participate in the Euro but the Krone is firmly linked to the Euro with a very narrow band (2.25 percent) of Central Bank intervention rates. However, the government's monetary and exchange rate policies aim at price stability and building international confidence in a strong Danish economy. There is strong international confidence in the Danish economy and the Krone.

Market Opportunities

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- The import climate is open and receptive to U.S. products and investments. There are no significant trade barriers or regulations that U.S. firms need to take into consideration. Danish imports are very diversified and many opportunities are available.
- The most promising sectors for market growth for U.S. non-agricultural companies in the coming year include: IT and telecommunication equipment and services, biotech and pharmaceutical products, tourism services, financial services, renewable energy systems, offshore oil and gas field equipment, consumer goods and advanced medical equipment. The most promising agricultural export prospects are wine, forest products, feed (including pet food), fresh vegetables, and processed foods.
- U.S. companies are expected to maintain and expand their market share in the coming years. In high-technology areas such as information technology and medical equipment, U.S. companies are already market leaders and are expected to increase their lead.
- Denmark is an industrialized "value-added" country, dependent on foreign supplies of most raw materials and semi-manufactured goods. However, it is a net exporter of oil, and has more than one-third of the world's wind technology turbine sales.
- Services are playing an increasingly important role in the economy. Communication and information technologies play a steadily growing role in the Danish/U.S. services trade. Other important service sectors include management consulting and financial services. Tourism is a growing market and more than 200,000 Danes visit the United States each year.

Market Entry Strategy

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U.S. exporters seeking general export information and assistance or country-specific commercial information should consult with their nearest Export Assistance Center or the U.S. Department of Commerce's website www.export.gov. Information about services offered by the U.S. & Foreign Commercial Service in Denmark can be found at <http://www.buyusa.gov/denmark>

Please also see: Chapter 3: Selling U.S. Product and Services

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Chapter 2: Political and Economic Environment

For background information on the political and economic environment of the country, please click on the link below to the U.S. Department of State Background Notes.

<http://www.state.gov/r/pa/ei/bgn/3167.htm>

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Using an Agent or Distributor

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Today's modern communications media have eliminated numerous barriers, but 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 has developed over centuries and is today a select and competitive group of businesses. Many sectors are dominated by a few powerful and quite conservative companies, which have spent decades establishing lasting relationships with their clients. 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 maintain in-house import divisions. At the same time, there is an increasing trend for foreign companies to establish branch offices in Denmark. In some cases, the competitive environment may even necessitate such a step. Where a U.S. company does not wish to establish its own sales office in Denmark, it is advisable to seek a local agent or distributor.

Companies wishing to use distribution, franchising 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. Council Directive 86/653/EEC establishes certain minimum standards of protection for self-employed commercial agents who sell or purchase goods on behalf of their principals. In essence, the Directive establishes the rights and obligations of the principal and its agents; the agent's remuneration; and the conclusion and termination of an agency contract, including the notice to be given and indemnity or compensation to be paid to the agent. U.S. companies should be particularly aware that the Directive states that parties may not derogate certain

requirements. Accordingly, the inclusion of a clause specifying an alternate body of law to be applied in the event of a dispute will likely be ruled invalid by European courts.

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31986L0653:EN:HTML>

Establishing an Office

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For more information about establishing an office in Copenhagen or Denmark please contact the Danish Ministry of Foreign Affairs' Investment Agency, Invest in Denmark www.investindk.com. For investment in the Copenhagen region, please contact Copenhagen Capacity – www.copcap.dk

Franchising

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Although franchising is not as widespread as in the United States, it is a well-known form of business, and more Danes are becoming interested in investing in franchising businesses. However, the bulk of franchise-operated businesses are still of Danish or Scandinavian origin. American franchising companies also operate in Denmark. The longest established are McDonalds and KFC. Franchising is also common outside the fast food trade. Shoe-repair services, convenience stores, car rental, health clubs, and indoor tanning salons are examples. There is no specific franchising legislation in Denmark. Franchising is subject to legal framework governing all business enterprises. U.S. companies are therefore strongly advised to consult a Danish attorney and the Danish Franchising Association before entering into any form of franchising agreement with a local company or individual. The Danish Franchising Association was established in 1984 and is a member of the International Franchising Association headquartered in the United States (see appendix for address information.)

Direct Marketing

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Danes are conservative consumers and, because of the small size of the country, used to easy and fast access to retail outlets. Door-to-door sales are generally considered an intrusion on privacy and are, with few exceptions, prohibited by law. Other forms of direct marketing are more prevalent. Telephone marketing is permitted, but its success rate with the conservative Danish consumer has been disappointing. The direct marketing type which has most piqued consumer curiosity is a combination of mail-order catalogs and TV-Shopping sales. Internet direct marketing and sales exist and are expected to increase during the next few years. Direct marketing, including Internet sales, still accounts for a very small percentage of total retail sales.

There is a wide range of EU legislation that impacts the direct marketing sector. Compliance requirements are stiffest for marketing and sales to private consumers. Companies need to focus, in particular, on the clarity and completeness of the information they provide to consumers prior to purchase, and on their approaches to collecting and using customer data. The following gives a brief overview of the most important provisions flowing from EU-wide rules on distance selling and on-line

commerce. It is worth noting that the EU is currently overhauling its consumer protection legislation. Companies are advised to consult the information available via the hyperlinks, to check the relevant sections of national Country Commercial Guides, and to contact the Commercial Service at the U.S. Mission to the European Union for more specific guidance.

Processing Customer Data

The EU has strict laws governing the protection of personal data, including the use of such data in the context of direct marketing activities. For more information on these rules, please see the privacy section above.

Distance Selling Rules

- **Distance and Door-to-Door sales**
The EU's Directive on distance selling to consumers (97/7/EC and amendments) sets out a number of obligations for companies doing business at a distance with consumers. It can read like a set of onerous "do's" and "don'ts," but in many ways it represents nothing more than a customer relations good practice guide with legal effect. Direct marketers must provide clear information on the identity of themselves as well as their supplier, full details on prices including delivery costs, and the period for which an offer remains valid – all of this, of course, before a contract is concluded. Customers generally have the right to return goods without any required explanation within seven days, and retain the right to compensation for faulty goods thereafter. Similar in nature is the Doorstep Directive (85/577/EEC) which is designed to protect consumers from sales occurring outside of a normal business premises (e.g., door-to-door sales) and essentially assure the fairness of resulting contracts.

Key Link: http://ec.europa.eu/consumers/cons_int/safe_shop/index_en.htm

- **Distance Selling of Financial Services**
Financial services are the subject of a separate Directive that came into force in June 2002 (2002/65/EC). This piece of legislation amends three prior existing Directives and is designed to ensure that consumers are appropriately protected in respect to financial transactions taking place where the consumer and the provider are not face-to-face. In addition to prohibiting certain abusive marketing practices, the Directive establishes criteria for the presentation of contract information. Given the special nature of financial markets, specifics are also laid out for contractual withdrawal.

Key Link: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0065:EN:NOT>

Direct Marketing over the Internet

The e-commerce Directive (2000/31/EC) imposes certain specific requirements connected to the direct marketing business. Promotional offers must not mislead customers and the terms that must be met to qualify for them have to be easily accessible and clear. The Directive stipulates that marketing e-mails must be identified as such to the recipient and requires that companies targeting customers online must

regularly consult national opt-out registers where they exist. When an order is placed, the service provider must acknowledge receipt quickly and by electronic means, although the Directive does not attribute any legal effect to the placing of an order or its acknowledgment. This is a matter for national law. Vendors of electronically supplied services (such as software, which the EU considers a service and not a good) must also collect value added tax (see Electronic Commerce section below).

Key Link: http://ec.europa.eu/internal_market/e-commerce/index_en.htm

Joint Ventures/Licensing

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Licensing and joint venture arrangements are common in Denmark. Danish firms are fully familiar with both licensing foreign products for manufacture and sale in Denmark and licensing their own products for sale abroad. There is no requirement to register licensing agreements with Danish authorities, and there are no Danish government restrictions on remittance of royalties or fees. Joint ventures may be established as corporations, general partnerships, or in any other legal format. Danish law does not discriminate against joint ventures with foreign participation. The central Government of Denmark, through the Ministry of Trade and Industry, actively encourages foreign companies to manufacture high-technology products in Denmark. In addition, several Danish local government authorities and non-profit organizations have established offices and programs to attract foreign investment and joint ventures.

Selling to the Government

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Government procurement practices in Denmark are generally transparent. Denmark is a signatory to the WTO Government Procurement Code and also adheres to EU procurement regulations. For more information:

http://www.buyusa.gov/europeanunion/eu_tenders.html

U.S. firms are eligible to bid on an equal basis with Danish and other bidders for contracts valued over approximately USD 200,000. Announcements of public tenders are published in the "Supplement to the Official Journal of the European Communities." The text of the invitation to bid is in English, but the tender documents are normally in Danish. For major projects, documents may be available both in Danish and English. Bid notifications are available on the following website: www.europa.eu.int.

Distribution and Sales Channels

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Methods of distribution in Denmark vary with the type of product. Capital goods, commodities and industrial raw materials are most often handled by non-stocking sales agents. Specialized and high-technology products are frequently sold through fully-owned subsidiaries of which there are about 350. These represent a substantial portion of U.S. corporate sales of products and services in Denmark. Consumer goods are usually sold through importing agents and distributors, but are increasingly being

imported directly by major retail and department stores. The non-food retail trade is increasingly being dominated by chain stores.

The Danish food retail sector is dominated by two large retail chains (COOP and Dansk Supermarked) which account for over 50 percent of the total food retail market. These have substantial in-house wholesale and import divisions. There are about 30 significant independent food product importers in Denmark.

Selling Factors/Techniques

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The factors that determine where importers place their orders are almost entirely commercial, although cultural and historical or social ties with a long-standing trade partner may play a role. General competitive factors such as price, quality, promptness of delivery and availability of service determine the success of a supplier in Denmark. Patience and commitment count. Danes do not change suppliers easily, and many commercial relationships have been maintained over decades. Export companies seeking only a fast return have very little chance of success in Denmark.

Most exporters introducing a “new” product in Denmark should expect fierce competition from domestic, third country, and often U.S. companies already well-established in the market. In many cases, local distributors or agents will either decline taking on the representation of a new product line, or alternatively, request a substantial financial contribution towards market entry costs. Consequently, the best, or sometimes even the only way for a new-to-market company to enter the Danish market can be through establishing its own sales office.

Electronic Commerce

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Denmark has experienced high growth rates in e-commerce the past years, but the volume of commodities sold on the Internet does not match the number of household that are connected. For example, in spite of the fact that four out of five Danish households are connected to the internet, Norwegians and Swedes buy more on the Internet than Danes. The National Consumer Agency's consumer surveys of 2006 show that one explanation could be that Danish consumers feel uncertain about consumer protection when purchasing across borders. However, the survey also showed that 51 percent of the Danish population wants to purchase more over the Internet in the future and only one percent is expected to purchase less over the internet. Lately, this trend was reinforced when a new survey showed that Danes buy more on the Internet than ever before.

Denmark ranks among the very best in the world in terms of digital development, and was nominated in 2007 as the world's best nation within information and communication technology (ICT) in the World Economic Forum's Global Information Technology Report.

In June 2007, the Government presented a common public e-government strategy with 35 concrete initiatives. The initiatives are to create improvements in services for citizens and businesses. The initiatives are intended to promote efficiency and move resources from administrative tasks to citizen-related services. The goal is that by 2012, at the

latest, it should be possible to exchange all relevant written communication digitally with citizens, while this will be a requirement in the case of enterprises. The initiatives are also intended to ensure that digitalization efforts in the public sector will be coordinated and prioritized through wider and binding cross-governmental collaboration at all levels.

In July 2003, the EU started applying Value Added Tax (VAT) to sales by non-EU based companies of Electronically Supplied Services (ESS) to EU based non-business customers. U.S. companies that are covered by the rule must collect and submit VAT to EU tax authorities. European Council Directive 2002/38/EC further developed the EU rules for charging Value Added Tax. These rules are currently set to expire at the end of 2009.

U.S. businesses mainly affected by the 2003 rule change are those that are U.S. based and selling ESS to EU based, non-business customers or those businesses that are EU based and selling ESS to customers outside the EU who no longer need to charge VAT on these transactions. There are a number of compliance options for businesses. The Directive created a special scheme that simplifies registering with each Member State. The Directive allows companies to register with a single VAT authority of their choice. Companies have to charge different rates of VAT according to where their customers are based but VAT reports and returns are submitted to just one authority. The VAT authority responsible for providing the single point of registration service is then responsible for reallocating the collected revenue among the other EU VAT authorities.

http://ec.europa.eu/taxation_customs/taxation/vat/how_vat_works/e-services/index_en.htm

Trade Promotion and Advertising

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Introducing a new product or company into the Danish market is often a costly affair. U.S. and foreign parent companies are expected by their Danish agents to cover, in full or in part, advertising and promotion expenses. Several large American and international advertising agencies maintain offices in Denmark. Companies in Denmark spend about USD1.5 billion annually on advertising. Television is the largest medium. The code of conduct for advertising in Denmark is, in some areas, more conservative and consumer protection oriented than that of the United States. In other areas it is more liberal. For example, nudity, per se, is not considered obscene, and it is seen in some Danish advertising. On the other hand, TV commercials for tobacco and medicine are not allowed. Commercials appealing directly to children are subject to legislative restrictions. The rules and regulations for advertising and marketing are determined in the "Markedsforingsloven" (the Marketing Practices Act). In July 2000, Denmark introduced 'opt-in' requirements for unsolicited commercial electronic mailings. The Consumer Ombudsman oversees compliance with the Marketing Practices Act. He may take action on his own initiative or based on complaints by third parties. However, he will not be consulted for prior approval or rulings on planned campaigns. Examples of typical cases for Consumer Ombudsman action are those involving misleading statements and unfounded claims of a product's qualities.

Generally, the types of advertising media that exist in the United States also exist in Denmark. Television commercials, however, are more restricted. Under Danish rules, they cannot interrupt a program and may be shown only in assigned blocks between

programs. Only one of the two national stations, TV-2, carries commercials. The other, Danmarks Radio, is a public service station and does not carry commercials although it does allow certain restricted types of program sponsorship. A recent deregulation provides for networking of local TV stations. A number of such local stations have merged into "TV-Danmark", which carries commercials under the same regulations as TV-2. One Danish-language TV station (TV3), broadcasting via satellite from the U.K. and receivable only via microwave dish or cable, reaches almost as many viewers as the three Danish nationwide stations. Because it broadcasts from the U.K. and has foreign ownership, it operates outside Danish rules and places commercials within programs (see "Broadcasting" below.) Another popular form of audio-visual advertising is the showing of commercials in movie theaters prior to the main feature film. Print media advertising is widely used. Advertising on the Internet is also increasing.

Broadcasting in Denmark is organized on three levels: national, regional and local coverage. National coverage consists of DR's (Denmark's Radio) radio and TV transmissions and TV2's TV transmissions. DR and TV2 have certain public service responsibilities. Their programming must strive for quality, versatility and diversity and must aim for objectivity and impartiality in their dissemination of information to the public. Both stations are further obligated to program for and broadcast to the entire population, including the transmission of programs aimed at smaller target groups. Consequently, the executives and board of managers of the two stations are solely responsible for programming.

DR and TV2 are each responsible for two television channels, one terrestrial and one satellite. DR has 4 radio channels. DR is financed almost exclusively by license fees, while TV2 is financed by advertising revenue (approx. 70 percent), license fee revenue, and other income. In addition to DR and TV2, a number of private TV- or radio companies also broadcast nationwide through satellite or cable TV. In June 2003, the Ministry of Culture held an auction for two new nationwide radio channels, called P5 and P6. The highest bidders were Sky Radio (Owned by News Corp. International) and Dutch-based Talpa Radio, who paid a total of DKR 612 million (USD110 million) for the eight-year licenses. Sky News in Denmark went into bankruptcy in 2005 and the license has since been taken over by TV2.

Regional coverage consists of eight TV2 companies along with DR's nine regional radio stations. Local coverage consists of about 100 local TV stations and 250 local radio stations. The local TV and radio stations are private enterprises. Local stations are financed by membership and subscriptions and, to some extent, by municipal subsidies, sale of transmission time, and by similar means. Companies, associations and others intending to establish a local broadcasting company must first apply for a license from local boards organized at the municipal level.

In 2002, the Danish government decided to privatize the television station TV2, which had been partially financed by license fees since its beginning in 1988. The plans about selling TV2 to a private corporation have been put on hold and a sale is not likely to happen before 2010. However, even though the station is to be privatized, it must still abide by certain public service obligations with respect to news and current events as well as a continued economic commitment to show and support Danish film.

General EU Legislation

Laws against misleading advertisements differ widely from Member State to Member State within the EU. To respond to this imperfection in the Internal Market, the Commission adopted a Directive, in force since October 1986, to establish minimum and objective criteria regarding truth in advertising. The Directive was amended in October 1997 to include comparative advertising. Under the Directive, misleading advertising is defined as any "advertising which in any way, including its presentation, deceives or is likely to deceive the persons to whom it is addressed or whom it reaches and which, by reason of its deceptive nature, is likely to affect their economic behavior or which for those reasons, injures or is likely to injure a competitor." Member States can authorize even more extensive protection under their national laws.

Comparative advertising, subject to certain conditions, is defined as "advertising which explicitly or by implication identifies a competitor or goods or services by a competitor." Member States can, and in some cases have, restricted misleading or comparative advertising.

The EU's Audiovisual Media Services Directive lays down legislation on broadcasting activities allowed within the EU. From 2009 the rules will allow for US-style product placement on television and the three-hour/day maximum of advertising will be lifted. However, a 12-minute/hour maximum will remain. Child programming will be subject to a code of conduct that will include a limit of junk food advertising to children.

Following the adoption of the 1999 Council Directive on the Sale of Consumer Goods and Associated Guarantees, product specifications, as laid down in advertising, are now considered as legally binding on the seller. (For additional information on Council Directive 1999/44/EC on the Sale of Consumer Goods and Associated Guarantees, see the legal warranties and after-sales service section below.)

The EU adopted Directive 2005/29/EC concerning fair business practices in a further attempt to tighten up consumer protection rules. These new rules will outlaw several aggressive or deceptive marketing practices such as pyramid schemes, "liquidation sales" when a shop is not closing down, and artificially high prices as the basis for discounts in addition to other potentially misleading advertising practices. Certain rules on advertising to children are also set out.

Key Link:

http://ec.europa.eu/comm/consumers/cons_int/safe_shop/fair_bus_pract/index_en.htm

Medicine

The advertising of medicinal products for human use is regulated by Council Directive 2001/83/EC. Generally speaking, the advertising of medicinal products is forbidden if market authorization has not yet been granted or if the product in question is a prescription drug. Mentioning therapeutic indications where self-medication is not suitable is not permitted, nor is the distribution of free samples to the general public. The text of the advertisement should be compatible with the characteristics listed on the product label, and should encourage rational use of the product. The advertising of medicinal products destined for professionals should contain essential characteristics of the product as well as its classification. Inducements to prescribe or supply a particular medicinal product are prohibited and the supply of free samples is restricted.

The Commission plans to present a new framework for information to patients on medicines in 2008. The framework would allow industry to produce non-promotional information about their medicines while complying with strictly defined rules and would be subject to an effective system of control and quality assurance.

Key Link:

http://ec.europa.eu/enterprise/pharmaceuticals/patients/patients_key.htm

Food

On July 1, 2007, a new regulation on nutrition and health claims entered into force. [Regulation 1924/2006](#) sets EU-wide conditions for the use of nutrition claims such as “low fat” or “high in vitamin C” and health claims such as “helps lower cholesterol”. The regulation applies to any food or drink product produced for human consumption that is marketed on the EU market. Only foods that fit a certain nutrient profile (below certain salt, sugar and/or fat levels) will be allowed to carry claims. Nutrition and health claims will only be allowed on food labels if they are included in one of the EU positive lists. Food products carrying claims must comply with the provisions of [nutritional labeling directive 90/496/EC](#).

Nutrient profiles will be developed by January 2009, based on scientific evaluations by the European Food Safety Authority (EFSA). Once they have been set, there will be another two-year period before the nutrient profiles begin to apply to allow food operators time to comply with the new rules. Nutrition claims can fail one criterion, i.e. if only one nutrient (salt, sugar or fat) exceeds the limit of the profile, a claim can still be made provided the high level of that particular nutrient is clearly marked on the label. For example, a yogurt can make a low-fat claim even if it has high sugar content but only if the label clearly states “high sugar content”. Health claims cannot fail any criteria. New products on the EU market must respect the conditions for using nutrition claims set out in detail in the Annex of Regulation 1924/2006. Products already labeled or on the market before January 2007 may remain on the market with the old labels until January 2010. From 2010, only nutrition claims included in the Annex will be allowed. A list of well-established health function claims such as “calcium is good for your bones” will be established by January 2010, based on Member States’ lists of health claims already approved at national level. Disease risk reduction claims and claims referring to the health and development of children will require an authorization on a case-by-case basis, following the submission of a scientific dossier to EFSA. A simplified authorization procedure has been established for health claims based on new scientific data. [GAIN Report E48055](#) describes how application dossiers for authorization of health claims should be prepared and presented. A guidance document on how companies can apply for health claim authorizations can be downloaded from EFSA’s website at http://www.efsa.europa.eu/EFSA/efsa_locale-1178620753812_1178623592471.htm.

Key Link: http://ec.europa.eu/food/food/labellingnutrition/claims/index_en.htm

Food Supplements

Regulation 1925/2006, applicable as of July 1, 2007, harmonizes rules on the addition of vitamins and minerals to foods. The regulation lists the vitamins and minerals that may be added to foods and sets criteria for establishing minimum and maximum levels.

Key Link: <http://useu.usmission.gov/agri/foodsupplements.html>

Tobacco

The EU Tobacco Advertising Directive bans tobacco advertising in printed media, radio, and Internet as well as the sponsorship of cross-border events or activities. Advertising in cinemas and on billboards or merchandising is allowed though these are banned in many Member States. Tobacco advertising on television has been banned in the EU since the early 1990s and is governed by the TV without Frontiers Directive.

Key link: http://ec.europa.eu/health/ph_determinants/life_style/Tobacco/tobacco_en.htm

Pricing

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Exporters usually quote c.i.f. Copenhagen prices to Danish importers. The c.i.f. price includes all U.S. domestic freight costs, ocean/air freight and insurance but not Danish import duty or VAT. The rate of import duty typically ranges from 5-14 percent on industrial products. Additionally, the importer must pay a 25 percent Value Added Tax (VAT) calculated on the sum of the landed (c.i.f.) cost plus the duty. VAT is levied on a non-discriminatory basis to all products and most services sold in Denmark, whether imported or produced locally. There are also heavy surcharges/taxes on a number of "luxury" consumer items, such as cigarettes and tobacco, alcoholic beverages, energy, including oil and gasoline, and automobiles. Despite a 180 percent levy on the purchase price of an automobile, there are more than two million passenger cars on the Danish roads (roughly one for each household).

The appropriate price for a product in the Danish market is often best determined through market research. In Denmark, a number of private companies also perform market research. The Commercial Service Copenhagen can supply contact information on these companies.

Sales Service/Customer Support

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This requirement varies with the type of product. In general, Danish importers demand, and get from European competitors, a high degree of sales and after-sales service and customer support. The extent of the service and support requirement is directly proportional to the technical complexity of the product. Sound commercial judgment dictates after-sales service at least equal to that supplied by European competitors. An immediate response to customers' questions and requests is essential, as is the use of modern communication methods. This means fax or e-mail for routine communications and a readiness to employ overnight courier service when necessary.

Conscious of the discrepancies among Member States in product labeling, language use, legal guarantee, and liability, the redress of which inevitably frustrates consumers in cross-border shopping, the EU institutions have launched a number of initiatives aimed

at harmonizing national legislation. Suppliers within and outside the EU should be aware of existing and upcoming legislation affecting sales, service, and customer support.

Product Liability

Under the 1985 Directive on liability of defective products, amended in 1999, the producer is liable for damage caused by a defect in his product. The victim must prove the existence of the defect and a causal link between defect and injury (bodily as well as material). A reduction of liability of the manufacturer is granted in cases of negligence on the part of the victim.

Key link: http://ec.europa.eu/enterprise/regulation/goods/liability_en.htm

Product Safety

The 1992 General Product Safety Directive introduces a general safety requirement at the EU level to ensure that manufacturers only place safe products on the market. It was revised in 2001 to include an obligation on the producer and distributor to notify the Commission in case of a problem with a given product, provisions for its recall, the creation of a European Product Safety Network, and a ban on exports of products to third countries that are not deemed safe in the EU.

Key link: http://ec.europa.eu/consumers/safety/prod_legis/index_en.htm

Legal Warranties and After-sales Service

Under the 1999 Directive on the Sale of Consumer Goods and Associated Guarantees, professional sellers are required to provide a minimum two-year warranty on all consumer goods sold to consumers (natural persons acting for purposes outside their trade, businesses or professions), as defined by the Directive. The remedies available to consumers in case of non-compliance are:

- Repair of the good(s);
- Replacement of the good(s);
- A price reduction; or
- Rescission of the sales contract.

Key link:

http://ec.europa.eu/comm/consumers/cons_int/safe_shop/guarantees/index_en.htm

Other issues pertaining to consumers' rights and protection, such as the New Approach Directives, CE marking, quality control and data protection are dealt with in Chapter 5 of this report.

In general, Denmark offers adequate protection for intellectual property rights. See section VI for a list of the international conventions and treaties concerning intellectual property to which Denmark adheres.

Copyright

The EU's legislative framework for copyright protection consists of a series of Directives covering areas such as the legal protection of computer programs, the duration of protection of authors' rights and neighboring rights, and the legal protection of databases. Almost all Member States have fully implemented the rules into national law; and the Commission is now focusing on ensuring that the framework is enforced accurately and consistently across the EU.

Key Link: http://ec.europa.eu/internal_market/copyright/documents/documents_en.htm

The on-line copyright Directive (2001/29/EC) addresses the problem of protecting rights holders in the online environment while protecting the interests of users, ISPs and hardware manufacturers. It guarantees authors' exclusive reproduction rights with a single mandatory exception for technical copies (to allow caching), and an exhaustive list of other exceptions that individual Member States can select and include in national legislation. This list is meant to reflect different cultural and legal traditions, and includes private copying "on condition right holders receive fair compensation."

Key Link: http://eur-lex.europa.eu/pri/en/oj/dat/2001/l_167/l_16720010622en00100019.pdf

Patents

EU countries have a "first to file" approach to patent applications, as compared to the "first to invent" system currently followed in the United States. This makes early filing a top priority for innovative companies. Unfortunately, it is not yet possible to file for a single EU-wide patent that would be administered and enforced like the Community Trademark (see below). For the moment, the most effective way for a company to secure a patent across a range of EU national markets is to use the services of the European Patent Office (EPO) in Munich. It offers a one-stop-shop that enables rights holders to get a bundle of national patents using a single application. However, these national patents have to be validated, maintained and litigated separately in each Member State.

Key Links: http://ec.europa.eu/internal_market/indprop/index_en.htm
<http://www.european-patent-office.org>

Trademarks

The EU-wide Community Trademark (CTM) can be obtained via a single language application to the Office of Harmonization in the Internal Market (OHIM) in Alicante, Spain. It lasts ten years and is renewable indefinitely. For companies looking to protect trademarks in three or more EU countries the CTM is a more cost effective option than registering separate national trademarks.

On October 1, 2004, the European Commission (EC) acceded to the World Intellectual Property Organization (WIPO) Madrid Protocol. The accession of the EC to the Madrid Protocol establishes a link between the Madrid Protocol system, administered by WIPO, and the Community Trademark system, administered by OHIM. As of October 1, 2004, Community Trademark applicants and holders are allowed to apply for international protection of their trademarks through the filing of an international application under the Madrid Protocol. Conversely, holders of international registrations under the Madrid Protocol will be entitled to apply for protection of their trademarks under the Community Trademark system.

Key Links: <http://oami.europa.eu/>
<http://www.wipo.int/madrid/en>

Designs

The EU adopted a Regulation introducing a single Community system for the protection of designs in December 2001. The Regulation provides for two types of design protection, directly applicable in each EU Member State: the registered Community design and the unregistered Community design. Under the registered Community design system, holders of eligible designs can use an inexpensive procedure to register them with the EU's Office for Harmonization in the Internal Market (OHIM), based in Alicante, Spain. They will then be granted exclusive rights to use the designs anywhere in the EU for up to twenty-five years. Unregistered Community designs that meet the Regulation's requirements are automatically protected for three years from the date of disclosure of the design to the public.

Key Link: <http://oami.europa.eu/>

Trademark Exhaustion

Within the EU, the rights conferred on trademark holders are subject to the principle of "exhaustion." Exhaustion means that once trademark holders have placed their product on the market in one Member State, they lose the right to prevent the resale of that product in another EU country. This has led to an increase in the practice of so called "parallel importing" whereby goods bought in one Member State are sold in another by third parties unaffiliated to the manufacturer. Parallel trade is particularly problematic for the research-based pharmaceutical industry where drug prices vary from country to country due to national price Regulation.

Community wide exhaustion is spelled out in the Directive on harmonizing trademark laws. In a paper published in 2003, the Commission indicated that it had no plans to propose changes to existing legal provisions.

Key Link: http://ec.europa.eu/internal_market/indprop/tm/index_en.htm

CS Copenhagen can assist your company in finding the right local partners for your due diligence tasks. Please contact the office directly for more information.

<http://www.buyusa.gov/denmark>

Local Professional Services

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CS Copenhagen can assist your company in finding the right partners. Please visit U.S. Commercial Service Denmark's website: <http://www.buyusa.gov/denmark>

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Organizations

Invest in Denmark - www.investindk.com

Copenhagen Capacity – www.copcap.dk

Confederation of Danish Industries - www.di.dk

Danish Chamber of Commerce - www.hts.dk

Local trade fair authorities:

Bella Center Copenhagen – www.bellacenter.dk

Herning Trade Fair Center - www.messecenter.dk

Local newspapers:

Berlingske Tidende - www.berlingske.dk

Jyllandsposten - www.jp.dk

Politiken - www.politiken.dk

Borsen (The principal Danish financial paper) - www.borsen.dk

ErhvervsBladet - www.erhvervsbladet.dk

Magazines

Berlingske Tidendes Nyhedsmagasin - www.bny.dk

Computerworld - www.computerworld.dk

Ingenioren - www.ing.dk

Association of Danish Advertising Agencies - www.drb.dk

(The above website includes contact information and links for all members.)

National Radio/TV channels:

Denmark's Radio DR - www.dr.dk

TV2 - www.tv2.dk

EU related sites:

EU Public Procurement: http://www.buyusa.gov/europeanunion/eu_tenders.html

Food supplements: <http://useu.usmission.gov/agri/foodsupplements.html>

Local Professional Services: <http://www.buyusa.gov/europeanunion/services.html>.

EU Member State Country Commercial Guides - Market Research Library:

<http://www.export.gov/mrktresearch/index.asp>

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Chapter 4: Leading Sectors for U.S. Export and Investment

- [Agricultural Sector](#)

Commercial Sectors

- [Telecommunication Services and Equipment \(TEL\)](#)
- [Computer Software and Information Technologies \(CSF\)](#)
- [Drugs and Pharmaceutical \(DRG\)](#)
- [Renewable Energy Products](#)
- [Medical and Dental Equipment \(MED\)](#)
- [Franchising \(FRN\)](#)
- [Oil and Gas Field Machinery \(OGM\)](#)
- [Travel and Tourism Services \(TRA\)](#)
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- [General Consumer Goods \(GCG\)](#)

1. Telecommunication Services and Equipment (TES)

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Denmark has a strong international position in the IT and wireless sector and a first class telecom and data infrastructure. Denmark has one of the highest rates of Internet penetration, mobile phone penetration and e-business implementation in Europe, along with one of the highest IT spending level per capita in the world. Denmark is an excellent test market for new products/technologies and exporters due to its manageable market size and a general willingness by the population to exploit the newest technologies.

Telecommunications – Main indicators, Mid 2008

Subscriptions in 1,000s

End of	H2 2007	H1 2008
Mobile	6,313	6,592
IP Telephony (DK service providers)	333	415
UMTS (3G)	666	928
Mobile Broadband	333	562
Fixed Broadband	1,957	2,025
<i>xDSL</i>	1,206	1,250
<i>Cable</i>	541	535
<i>Fiber</i>	63	90
<i>WLL</i> ¹	4	4
<i>WiFi</i> ²	6	4
<i>LAN</i> ⁴	124	126
<i>Others (WiMAX, WiFi, WLL, etc.)</i>	23	24

Source: Danish National IT & Telecom Agency, 2009. All figures are unofficial estimates.

With more mobile subscriptions than inhabitants Denmark has a high distribution of mobile telephony. There are three companies with established GSM mobile networks. In addition, there are a number of companies who offer mobile services through leasing within these networks. Denmark awarded its third generation (3G) UMTS licenses through an auction in 2001 to four operators. Currently, the largest provider of 3G telephony is “3,” which launched its activities in Denmark in 2003. The other main mobile service providers in the market have recently started to offer their own 3G services. These are predominantly offered in the largest Danish cities but steadily spreading geographically and the number of UMTS subscriptions has exploded. Subscriptions to IP telephony almost quadrupled from 107,000 in 2005 to 415,000 by the middle of 2008. Round 45 Danish-based companies accounted for these subscriptions.

Broadband Internet access is available to 98 percent of Danish households and businesses through the telephone grid. 60 percent can also access the Internet using cable modems via cable TV networks (TDC/Stofa) or community antenna systems. The penetration of broadband access has risen dramatically in all parts of Denmark and the total number of broadband connections has quadrupled from 2002-2006 corresponding to 37 connections per 100 inhabitants. The fiber networks that are currently being expanded now reach more than 10 percent of the population making Denmark one of

the most “fiber intensive” countries in Europe. Especially private building associations in urban areas and larger businesses connect to these fast networks.

New wireless alternatives to broadband access such as mobile broadband using the turbo 3G network and to some extent also WiMAX are booming as the demand for easy Internet access and mobile connectivity is rising. Perhaps as a direct consequence, the number of hotspots now seems to be stable.

According to industry professionals, mobile broadband is the key driver in the mobile communications market, whereas the market for mobile voice is expected to remain flat for the coming years. Due to speed and accessibility issues, mobile broadband is still not a substituting alternative to fixed broadband, and therefore an attractive new market that does not cannibalize existing ones.

On the hardware side, experts foresee a stagnating market for mobile terminals, but with good growth prospects for smart phones or converged mobile devices. Successful vendors in this space must be fully aware of the complexities that going mobile brings to enterprises, but also the opportunities it brings in terms of more efficient and accessible employees.

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U.S. products and services are generally looked upon as market leaders, and the new-to-market services, which are emerging in the USA, are also the services that have good potential in the Danish market. Normal market mechanisms prevail. New-to-market companies will face fierce competition from those already established there, many of which are American.

The number of local companies willing to invest in new accounts is very small. Consequently, new-to-market companies should be prepared to establish their own sales offices in the region, or, as some have already done, establish a market presence through joint-ventures, buy-outs, or strategic alliances.

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Faster and cheaper Internet access has increased the market for related products and services such as servers, routers, and cable modems. Laptops are outselling desktop PCs, thus increasing the demand for wireless connectivity and expanding the market for access hardware to create such wireless networks in homes, offices, or WiFi hotspots in public places. Small, inexpensive netbooks with build-in 3G connectivity constitute an attractive and emerging market.

An increasing number of private and corporate customers are making the switch to IP telephony creating a growing demand for related hardware and devices, just as there is a willingness among private Danish consumers to use price competitive online, non-Danish IP service providers.

As the Danish market is very mature when it comes to fixed, mobile and broadband connectivity, service providers find themselves competing over the same customers. There is an ongoing interest in proven products and services that optimize service providers' ability to compete in this fierce battle over market share.

The considerable and ongoing roll-out of fiber, WIMAX and 3G broadband across the country opens for opportunities for suppliers of related equipment and services.

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The National IT and Telecom Agency is part of the Ministry for Science, Technology and Innovation (www.itst.dk). Some parts of the website can be found in an English version.

For more information, please contact [Peter Strandby](#), Commercial Specialist.

2. Computer Software and Information Technologies (CSF)

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Denmark is a highly computerized society with a large and steady demand for state-of-the-art software and IT products. The country's IT readiness was recently confirmed when Denmark topped the rankings in World Economic Forum's latest 2007/08 "Networked Readiness" report and technology consulting firm IDC's Information Society Index.

The Danish ICT sector is a \$35 billion industry with a dominating focus on software development and services and little in-country manufacturing. Navision (now sold to Microsoft), Kazaa, Skype, IO Interactive and Joost are all recent examples of successful software ventures with a Danish origin. U.S. hardware and software products are generally perceived as first rate.

Denmark, IT Spending 2007-2009 by IT Category

	2007	2008 (estimated)	2009 (estimated)
Hardware	2,914	2,900	2,900
Services	5,237	5,400	5,600
Software	1,989	2,200	2,200
Total	10,140	10,400	10,700

All figures are in million USD. Source: IDC, November 2008. All figures are unofficial estimates.

As a result of the slowdown in the overall economy, total IT spending is predicted to drop marginally in 2009 and start regaining growth in 2010. A decline in hardware purchasing will cause the downswing as the markets for Services and Software are still expected to grow. In terms of hardware, this means longer Product Life Cycles, and increased pricing pressure. Corporate IT spending (hardware/software) will drop as large projects are postponed, just as the purchasing of 'nice-to-have' products will likely diminish. The areas of Consulting, Implementation and Training is expected to be hit the most within the IT Service industry.

Imports and exports of IT products have only increased slightly over the last couple of years, but over a five-year period, there has been a steep increase. Denmark has a trade deficit, especially when it comes to hardware products.

New-To-Market companies will face serious competition from local, International and often also long-established U.S. companies. In a market dominated by a few very large importers and distributors, such companies should be prepared to establish a wholly owned subsidiary or sales office in-country (or within the Nordic region).

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The Danish ICT sector is structured towards a service market rather than a production market. Looking at IT spending by sectors, reveal that the Public Sector is the largest and accounts for 25-30 percent of total spending. The Financial Sector for 15 percent, Manufacturing 15 percent, Retail & Wholesale 10 percent and other sectors for the remaining 30-35 percent.

According to industry analysts, the top priorities of decision makers when investing in IT are currently: Mobility, Security, Business IT-alignment, Unified Communication, IT architecture (Visualization, SOA etc.), Business Intelligence and Outsourcing. Although 'Green IT' is still an interesting and growing market, a proven money-saving aspect such an investment is now all-important.

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There is an ongoing development in the public sector to coordinate government IT usage and create a national IT infrastructure, which among other things will raise internal IT efficiency as well as meet a growing demand for e.g. e-government and electronic services to businesses and the public. In an effort to increase competition and ensure compatibility of IT systems, the Danish Parliament has decided that as of January 2008 (or whenever technically possible), all IT solutions in the public sector must be based on open source technology.

Outsourcing of IT functions and software development in the public and private sector is a large growth area. The Danish market for IT outsourcing was estimated at DKK 8.4 billion in 2006. During the coming years round half of the existing outsourcing agreements in both sectors are due for renegotiation. These contracts are considered to be worth DKK 3 billion, although it is expected that a majority of these agreements will be made with existing suppliers. Finally, the public sector aims to outsource its entire IT operations and is expected to sign outsourcing contracts worth around USD 100 million annually the next two to six years.

In part caused by the economic slowdown, Outsourcing will continue to grow as a cost-saving instrument in new territories. For a while, Outsourcing has played a big role with Government and large enterprises and the arrow is now turning towards small and medium-sized companies. A number of international outsourcing companies have successfully established themselves in Denmark recently.

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The National IT and Telecom Agency is part of the Ministry for Science, Technology and Innovation (www.en.itst.dk). English version

The Danish IT Industry Association (ITB) is the largest and leading independent representative for the IT-business community in Denmark. (www.itb.dk)

More information, please contact [Peter Strandby](#), Commercial Specialist.

3. Drugs and Pharmaceuticals

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	2006	2007	2008 (estimated)
Total Market Size	3,400	3,600	4,000
Total Local Production	7,600	7,900	8,400
Total Exports	7,000	7,300	7,600
Total Imports	2,800	3,000	3,200
Imports from the U.S.	90	93	117

All figures are in million USD. Figures are calculations based upon reports from the Danish Pharmaceutical Industry Association (Lif) and Statistics Denmark. All figures are unofficial estimates.

The Danish-Swedish life science cluster 'Medicon Valley' is home to more than 60 percent of Scandinavia's pharmaceutical industry. The region hosts 14 leading universities, six university hospitals, seven science parks, 400 PhD's and 5,500 masters, as well as 5,000 dedicated research and development employees. Denmark has strong expertise in the areas of diabetes, cancer, cardiovascular diseases, central nervous system diseases, inflammatory diseases and allergy. According to statistics from the Danish Medicines Agency, drugs for the treatment of central nervous system disease are the top selling drugs in Denmark. Other treatment areas are ranked as follows: Immune system, heart and blood circulation, infection, digestion and metabolism, respiration, blood and blood forming organs, urology, muscles, joints and bones, hormones, sense organs and dermatology.

Pharmaceutical products are the single biggest export commodity in Denmark. About 90 percent of the Danish pharmaceutical production is exported. Exports go to Europe (57.4 percent) and North and South America (27 percent). In 2008, Denmark had a trade balance surplus in pharmaceuticals of USD 4.7 billion. The trade surplus to the U.S. was app. USD 1.2 million in 2007. Within the last 10 years, the export of Danish pharmaceutical products has more than tripled.

In 2007, Danes spent app. USD 3.6 billion on pharmaceutical products – that is app. USD 730 per capita – 10 percent more than the previous year. But the number is still one of the lowest amongst OECD countries.

With a life expectancy of 76 years for men and 80.5 year for women, Denmark ranks amongst the lowest in Europe. The low life expectancy may be explained by the fact that Denmark's per capita use of medicine is the lowest in Europe. The most common causes of death are cancer (28 percent) and heart diseases (20.2 percent). Other common causes of death include lung diseases (9.6 percent), brain diseases (8.8 percent), mental illnesses (4.6 percent), central nervous system diseases (2.5 percent) and diabetes (2.4 percent). Danish obesity rates are amongst the lowest in the world (10 percent), but Danes have a high level of alcohol consumption (ranked eighth in Europe) and smoke more than most of their European neighbors (ranked fifth overall).

Denmark is home to major pharmaceutical companies such as Novo Nordisk, Nycomed, Orifarm, Lundbeck and Ferring Pharmaceuticals. These companies hold very strong positions. There is a great deal of American presence and Biogen Idec, for example, has chosen to locate research and production facilities in Denmark.

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Whether a U.S. company is interested in establishing research facilities, supplying life science products, engaging in strategic alliances/joint ventures or looking for investment opportunities overseas, one can find lucrative opportunities in Denmark.

There are good prospects for conducting clinical trials in Denmark. The many well-established Contract Research Organizations with expertise in setting up and conducting trials at all stages (from pre-clinical through phase III), the ample hospital capacity and well-registered patient population ensure an excellent climate for companies wishing to engage in clinical trials.

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Marketing of pharmaceutical products is mainly done through targeting doctors and opinion leaders, i.e. visits, educational sessions and trade shows, but also through advertisements in industry magazines such as "Ugeskrift for Læger", "Månedsskrift for Praktisk Lægegerning" and "Dagens Medicin."

Local trade shows:

Biotech Forum – <http://www.biotechforum.org>

Lægedage – <http://www.laegedage.dk>

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Ministry of the Interior and Health – www.im.dk

The National Board of Health – www.sst.dk

The Danish Medicines Agency – www.dkma.dk

National Institute of Public Health – www.niph.dk

The National Serum Institute – www.ssi.dk

The Danish Pharmaceutical Industry Association (www.lifdk.dk)

For further information, please contact [Sabina Kroigaard](#), Commercial Specialist

4. Renewable Energy Products

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Denmark has a long tradition of using renewable energy, and has since the energy crisis in 1973 sought to increase its self-sufficiency of energy. The first steps towards this were investments in energy savings and the conversion of Danish power plants from oil to coal. Later on focus was on the development of oil and natural gas recovery in the North Sea. The first subsidies for the construction and operation of wind turbines and biomass plants were introduced in 1981, and a string of energy agreements followed in the decades to come, all with the purpose of increasing self-sufficiency of energy by means of increasing production of renewable energy. Finally, in 1998, Denmark reaches its goal and becomes self-sufficient of energy.

Denmark has the lowest energy intensity ratio in the EU. Gross energy consumption has only increased 5.8 percent from 1990 to 2007 (0.3 percent per year), although GDP grew by 45.5 percent. This has led to a drop in primary energy intensity by 18.3 percent, or 1.4 percent per year. Over the same period of time, the CO₂ intensity has decreased by 28 percent, reflecting the additional effect of fuel switch from coal to gas and increased use of renewable energy and district heating.

Energy savings are being pursued also for non-climate purposes, as they contribute to growth and business development while increasing security of supply. Denmark is moving towards implementation of Kyoto protocol obligations even though the targets of CO₂ reduction are very strong – a reduction by 21% of the 1990 level on average during 2008-2012.

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Concerns over global warming and energy security have placed renewable energy and CO₂ emissions reduction high on the Danish political agenda. The main idea is that energy technologies should be chosen through a combination of market mechanisms and political regulation. The government wishes to secure a future energy supply that is safe and reliable, environmentally friendly, and supports growth and competitiveness.

Denmark has excellent wind resources, thanks to its flat terrain and nearness to the sea. Climate and hydrology allow high yields of biomass from agriculture, although land itself is a scarce resource due to the country's small size and relatively high population density. The long Danish coastline could allow wave energy to become important in the future. Photovoltaics and solar heating could also contribute in the longer term, though their cost-effectiveness are not as attractive as in sunnier countries to the south.

Denmark's power system is presently characterized by combined heat and power (CHP) plants delivering heat to district heating systems, and a high proportion of wind power. The CHP plants are a combination of a few large plants fuelled mainly by coal and natural gas, and a large number of distributed CHP plants using natural gas, straw and municipal waste. Fuel for road transport is dominated by gasoline and diesel.

Goals to be reached before 2025 include at least 30% renewable energy, gross energy consumption at the same level as in 2006, and a 15% cut in fossil fuels compared to 2006. The long term vision is a total phase out of fossil fuels in Denmark.

According to Risø-DTU, the National Laboratory for Sustainable Energy, the most important measures for achieving these results are:

Energy savings: Yearly reductions of the order of 1–3% in energy consumption, compared to a development with energy efficiencies fixed at present levels.

More efficient conventional vehicles and plug-in hybrid vehicles: Curbing growth in the energy consumption of road vehicles is crucial to achieving CO₂ emission reduction targets, as the transport sector at present is nearly 100% reliant on fossil fuels. Using renewably-generated electricity as the fuel for plug-in hybrid electric vehicles also helps to introduce renewable energy to this sector. Plug-in hybrid vehicles will also help electric companies handle the variability and limited predictability of wind power in a cost-effective way.

Wind power: Denmark already has significant experience with wind power, as well as good wind resources, so increasing the share of wind power is an obvious move; most future expansion is likely to be offshore. The power transmission grid has to be reinforced to meet the needs of future offshore wind power plants. Planning permission for new overhead lines is hard to obtain, due to opposition from local communities. Underground and undersea cabling are alternatives.

Biomass: Used to heat buildings, to supply process heat for industry, and in CHP plants. Denmark already has a large body of knowledge about the use of straw and wood pellets for CHP, making this technology attractive. The development of second-generation biofuel technologies could make biofuels a sensible choice for transport in the future.

Flexibility: Handling large amounts of wind power, which is fluctuating in nature, requires flexibility in both power consumption and in other generating technologies. There are many ways to do this, including heat pumps, flexible pricing mechanisms and appliances, and the use of electricity for transport.

Infrastructure planning: Decisions such as where to build new transmission lines, where to upgrade existing lines, whether to use overhead or underground cables, and where to locate new wind farms can also help to support greater use of intermittent power sources such as wind.

Energy markets: These are important in optimizing the use of fuels and infrastructure, and to drive investment in new to internalize costs connected with energy conversion and use that are currently treated as externalities. To take advantage of potential demand flexibility, future markets will need to be able to distribute price signals to end-users.

Best prospects for U.S. companies

Denmark is a very advanced society when it comes to energy saving products, but companies and private consumers are always on the look for new innovative products that can help cut costs and save emissions. In 2009 Denmark will host the U.N. Climate Summit (COP 15). In parallel to this, the Confederation of Danish Industries will host a large trade-fair where companies can showcase innovative clean-tech products. This event is called "Bright Green". The U.S. Commercial Service in Copenhagen is supporting this show and is organizing a USA Pavilion. Please contact the office for more information.

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"Bright Green" Trade Show, Copenhagen, December 12-13, 2009.

<http://www.brightgreen.dk>

The Danish website for COP15 - United Nations Climate Change Conference, Copenhagen 2009 <http://www.cop15.dk/en>

Risø-DTU National Laboratory for Sustainable Energy - <http://www.risoe.dk/>

Danish Wind Industry Association - <http://www.windpower.org/en/core.htm>

Danish Energy Authority - <http://www.ens.dk/sw11492.asp>

More information, please contact [Bjarke Frederiksen](#), Head of Commercial Section

5. Medical and Dental Equipment

	2006	2007	2008 (estimated)
Total Market Size	6,000	n/a	n/a
- <i>Public expenditure</i>	1,236	1,290	1,400
Total Local Production	7,400	n/a	n/a
Total Exports	2,900	n/a	n/a
Total Imports	1,500	n/a	n/a
Imports from the U.S.	239	n/a	n/a

*All figures are in million USD. Figures are based on numbers from Medicoindustrien and Statistics Denmark. All figures are unofficial estimates.

The Danish medtech market has grown rapidly over the last years, and continues to grow. The market is currently estimated to USD 1.4 billion (when measuring in public expenditure – public expenditure is supposed to cover 85 percent of all healthcare costs). Due to the demographical trends of an aging population and the public finance constraints of the near-capacity health care system, an increasing demand for medical devices is expected.

Denmark ranks very low among European countries in life expectancy, which is 76.0 years for men and 80.5 years for women. The average age of the population is 40. The low life expectancy may be explained by various lifestyle factors, including the high rate of smoking and alcohol consumption, and by government health care initiatives, though Denmark has one of the lowest obesity rates in the world. The most common causes of death are cancer, heart disease, and cardio-vascular disorders. These three causes are responsible for two-thirds of all deaths.

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The government is the largest purchaser of health care equipment in Denmark. The five regional authorities maintain operation of the state-run medical facilities and hospitals. Other purchasers of medical technology are local authorities, for nursing homes and rehabilitation services, private hospitals, and individuals.

Denmark has the highest per capital production of medical devices in the world. There are more than 1,000 companies in Denmark operating in the medtech field. The industry has a host of small and medium-sized enterprises; three-fourths of all companies have less than 50 employees. The largest 20 companies account for 80 percent of total sales. Annually, Danish medical device companies develop, manufacture and market products worth USD 6 billion, and employ 38,000 people, including 18,000 in Denmark. Denmark holds a prominent position at both European and worldwide levels. The overall export rate is approximately 90 percent of total production.

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Preventive health and health promotion have been given an increasingly high priority in Denmark, and increases in public expenditure on medtech are evident. Denmark also ranks high in technological readiness, which should encourage U.S. companies to pursue the market.

The best prospects for U.S. companies in the Danish medical device market are innovative and cost effective equipment and instruments as well as medical disposables within the areas: cancer, diabetes, blood diseases, dermatological diseases, mental disorders, and joint problems, particularly knee replacements.

Opportunities

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Denmark has a public healthcare system funded primarily via direct taxation of income. As public hospitals have experienced problems with long waiting lists, there has been a noticeable shift towards private healthcare insurance and treatments and private healthcare facilities. Current government policy supports the patient's right to obtain treatment within a three-month time-frame (by offering patients the right to choose which hospital they are treated at or to receive private treatment should the waiting list be too long). This "relaxation" of patient treatment will, in the long term, give rise to further opportunities to sell medical devices to private healthcare practices.

Local industry trade shows:

Lægedage – www.laegedage.dk

Rehab Scandinavia – www.rehab-scandinavia.com

Biotech Forum + Scanlab – www.biotechforum.org

SCANDEFA – www.scandefa.dk

Dental Fair – www.dentalfair.dk

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Ministry of the Interior and Health – www.im.dk

The National Board of Health – www.sst.dk

The Danish Medicines Agency – www.dkma.dk + www.medicaldevices.dk

National Institute of Public Health – www.niph.dk

The National Serum Institute – www.ssi.dk

Copenhagen Hospital Cooperation – www.hosp.dk

Mediconindustrien – www.medicoindustrien.dk

The Danish Center for Assistive Technology – www.hmi.dk

The Danish Rehabilitation Group – www.rehabgroup.dk

For further information, please contact [Sabina Kroigaard](#), Commercial Specialist

6. Franchising

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Although franchising is not as widespread in Denmark as in the United States, it is a well-known form of business, and more Danes are becoming interested in investing in franchising businesses. While the bulk of franchise-operated businesses are still of Danish or Scandinavian origin, U.S. franchises have in recent years made greater headway into the market. The most well established American franchises are McDonalds, KFC, and 7-Eleven, with more recent market entrants including Coldstone Creamery and Build-A-Bear. Other successful franchises include Avis, Burger King, Levi's, Athlete's Foot, Domino's Pizza, and Pizza Hut. Other franchises typically fall within the following industries: car rental, automotive repair, convenience stores, carry-out food, and apparel stores.

As of 2003, the last time data on the franchising industry was collected, there were 128 franchise brands operating in Denmark with approximately 6,000 units, up from just over 4,000 units in the year 2000. The industry employs over 22,000 people. The franchise industry is expanding at a rate of 250 units per year. Industry turnover is estimated at about USD 5 billion per year. Of franchise businesses, approximately 80 percent were Danish-owned organizations while only 20 percent were foreign-based companies. It is estimated that in 2008, the industry had expanded to include approximately 250 brands.

Most common franchise industry areas:

- Retail sales: 69 brands operating 3,852 units
- Hotel and catering: 18 brands operating 533 units
- Property services: 16 brands operating 68 units
- Business and communication services: 12 brands operating 66 units
- Transport and automotive: 7 brands operating 89 units
- Personal services: 6 brands operating 111 units

Denmark's demographics also suggest continued growth in households with disposable income, an important indicator in the potential for franchise market growth. The number of households without children, including retirees and individuals or couples without children in the home, is greater than the number of households with children. These households have higher earnings and consumption rates than households with children. This segment will continue to grow, as more of the Baby Boomer generation reaches retirement age.

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Denmark presents good opportunity in the areas of prior franchise success, including hotels and restaurants, automotive service and rental, and convenience stores. Opportunity is also good in areas of consulting and business services. Additionally, U.S. companies have not yet penetrated the market in several areas of opportunity, including health and fitness clubs, spa and beauty services, and real estate companies.

Opportunities

Overall, the economic climate in Denmark is open to franchise opportunities, as most areas of business are transparent and well-regulated. Denmark is a small country, however, with a population of 5.5 million people. Companies may find that launching large-scale franchise operations is not feasible given the small scope of the market.

Resources and Key Contacts

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Danish Franchise Association – www.dk-franchise.dk

PS 4 FranchisePartner – www.ps4.dk

Franchise-Consult – www.franchise-consult.dk

MaDeSa LoSeRe – www.madesa-losere.dk

For further information, please contact [Sabina Kroigaard](#), Commercial Specialist

7. Oil and Gas Field Machinery (OGM)

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Production of Primary Energy

[PJ]	2006	2007	2008 (estimated)
Total Primary Production	1,242,755	1,137,232	1,144,000
Crude Oil	724,062	652,261	650,000
Natural Gas	390,347	346,146	350,000
Wastes, non renewable	8,914	8,670	9,000
Renewable Energy etc.	119,433	130,156	135,000

Source: The Danish Energy Authority. All figures are unofficial estimates.

Denmark has been net self-sufficient in energy since 1997 and is the only EU member state to be self-sufficient with energy. In 2007, the total production of oil, gas and renewable energy exceeded total energy consumption by 31 percent. This is a decline compared to the year before, when production exceeded consumption by 44 percent. This decline was caused mainly by lower oil production. In 2007, oil and gas production was 15 percent higher than total energy consumption and 92 percent higher than total oil and gas consumption.

For 2008, oil production is expected to total 16.4 million m³, equal to about 283,000 barrels of oil per day. This is a 9 percent decline since 2007, when oil production totaled 18.1 million m³ or 312,000 barrels a day. Oil production is expected to decline further from 2008 to 2009. In 2010 production is expected to increase due to further development of the Halfdan field. From 2011 production is expected to decline again. Natural gas production is expected to total 8.6 billion Nm³ in 2008 and 2009. Here after production is expected to decline. Total investments in development projects are estimated at DKK 6.5 billion (USD 1.20) for 2008. The costs of exploration and appraisal wells, seismic surveys, etc., are estimated to total DKK 0.8 billion for 2008.

Production has dropped in recent years because the age of most producing fields has passed the period of estimated peak production, using known technology. The decrease in production of recent years can be curbed by further developing existing fields, developing new technology to improve recovery and making new discoveries. A total of 383 wells contributed to production in the Danish part of the North Sea in 2007. 195 wells produced oil and 63 produced gas, while 106 wells were used as water injectors and 19 as gas injectors.

The 6th Danish licensing round awarded 14 new licenses; evidence that the various oil companies will continue their explorations; ensuring that the Danish state remains self-sufficient for the near future. The state retains a 20 percent share of the licenses through the newly created Danish North Sea Partner, which will also become responsible, in 2012, for the stakes in DUC, currently held by DONG A/S

Over the last seven years, Danish oil production has grown by more than 65 percent. This remarkable growth means that the total volume of oil produced in the last six years equals the combined output from the first 25 years of oil production in Denmark. The

vast majority of the oil produced came from the following six fields: Dan, Gorm, Halfdan, Siri, Skjold and South Arne. Collectively, these fields accounted for 86 percent of Danish oil production. The oil produced in the 15 fields operated by Mærsk Olie og Gas AS is conveyed through a pipeline to receiving facilities in Fredericia. The oil from the South Arne and Siri Fields, operated by Hess ApS and DONG E&P A/S, respectively, is loaded into tankers at the fields.

The production of oil and natural gas from the North Sea is pivotal for Danish society and it secures substantial income for the state. The production of oil and gas also positively impacts the Danish balance of payments.

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Oil and gas production activities in the North Sea result in CO₂ emissions corresponding to 3.5-4 percent of Denmark's total emissions. Over the past decade, CO₂ emissions have increased from about 60,000 tons per million ton oil equivalents to about 70,000 tons. A broad parliamentary majority wishes to identify the possibilities for improving energy efficiency in production.

The majority of Danish fields have produced for many years, and in such mature fields improving recovery becomes increasingly energy-intensive. Water and gas injection is required to maintain pressure, and together with the oil an increasing amount of water is produced that must be treated before being discharged into the sea or reinjected. Therefore, it is necessary to investigate how the energy efficiency of production can be improved.

Production in the North Sea is subject to the CO₂ allowance scheme, and after the price of CO₂ allowances stabilized at a higher level at the beginning of the year, the operators have a stronger financial incentive to improve the energy efficiency of their production processes.

The Danish Energy Authority's (DEA) approval of new development plans is conditional upon the operators' choosing the Best Available Techniques (BAT), when this is financially reasonable. This means that in each individual case the operators must investigate the potential for using more energy-efficient alternatives.

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The Danish Energy Authority - www.ens.dk

Danish North Sea Partner - <http://www.nordsoeen.dk/>

More information, please contact [Bjarke Frederiksen](#), Head of Commercial Section

8. Travel and Tourism Services (TRA)

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	2006	2007	2008 (estimated)
Danish Passengers to the U.S.	185,000	217,000	250,000

Sources: U.S. Department of Commerce, Office of Travel & Tourism Industries. All figures are unofficial estimates.

The record-breaking figures of 2007 will be even higher in 2008. For the first time ever Denmark surpassed the 200,000 traveler mark in 2007 and is expected to reach one quarter of a million in 2008 (241,405 by November). Danish tour operators have also felt the increased focus on the United States as a travel destination and many of these are now offering a wider selection of U.S. destinations as well as vacation types.

Unfortunately, the Danish travel industry has also been affected by the ongoing financial crisis. Fewer Danes are expected to cross the Atlantic in 2009 than record-breaking 2008 where an inexpensive dollar and economic optimism were great incentives for Danish travelers during the better part of the year. Although there has been no detectable downturn in the number of visitors, month over month, as of yet, this year-long trend is expected end. On a positive side note, however, industry experts foresee that Denmark along with the other Nordic countries (Sweden, Norway and Finland) will continue to grow its share of total inbound travel to the United States as larger markets will be hit harder. Finally, travelers from the Nordic region stay longer and spend more on each visit than the average international visitor, making this segment an increasingly attractive and important one for American suppliers.

The recent arrival of two American carriers has made Copenhagen a hub for the entire Nordic region. Delta Air Lines operate a non-stop connection to Atlanta and Continental Airlines, a direct flight to Newark. Other direct flight destinations from Copenhagen include Seattle, Chicago and Washington D.C. (SAS), which means that virtually every region within the United States is easily accessible to Danish travelers. As a consequence of declining travel activity, SAS is expected to reduce the frequency of direct, transatlantic flights.

Leisure travel

The top three travel destinations for Danish tourists traveling to the United States have for many years been California, Florida and New York. General knowledge about the United States as a travel destination has for long been fairly limited. Only California, Florida and New York City have built up an image that today can stand alone. These destinations are well known and widely promoted to travelers.

This trend also has much to do with the strong influence that Danish tour operators have on the Danish market. Due to the steady demand, these three travel destinations are fairly simple to sell for the Danish operators, as the amount of information the customer may need is relatively limited.

Still, the trends in the market are diversifying and travelers are becoming increasingly adventurous. Whereas the above-mentioned destinations for many years have been first, second and third time vacation destinations, an increasing number of returning travelers are now looking for lesser-known destinations and more unique travel experiences. Fly/Drive packages are also very popular.

Prior to previous years where the cheapest hotels were the first to be sold out, Danish tour operators now claim that their guests are requesting more luxurious accommodation, especially in connection with big-city vacations.

Business travel

In spite of the many advances in technology today, Danes still feel face-to-face correspondence is important to sustain healthy business relationships and a very considerable share of travels to the U.S. is corporate. An increasing number of Danish subsidiaries in America sustain this trend.

Internet bookings are becoming increasingly widespread for business travelers. However, arranging a trip is still commonly done through a corporate agency or directly with an airline carrier.

General trends

By law, Danish employees are entitled to at least five weeks of vacation (some have even six or seven). These weeks are normally split into a three-week summer holiday, one week at Christmas and the last week(s) spent sporadically over the remainder of the year.

Denmark is a recognized world leader in Internet usage. In the travel and tourism sector, Danish travelers feel comfortable using the Internet as an important tool in researching their vacation destination. In fact, 2 out of 3 travelers between the ages of 18-50 have also purchased a vacation online within the past 12 months.

Still, many individual travelers rely on traditional travel agencies for purchasing more complex leisure package tours, just as business travelers use corporate travel agencies for their travel needs. Agencies with physical outlets will also sell directly online. Denmark (like the other Nordic countries) is largely controlled by 4-5 major tour operators and wholesalers that dominate the market for airline seats, hotels, rental cars and other services.

Best Prospects

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Fly/Drive packages combining airfare, hotel and car rental are among the most popular travel bookings through Danish tour operators. Road trips have become a very popular way to experience the diversity of the United States among Danish travelers. Consequently, operators are now offering more individualistic packages such as Harley Davidson Road Trips and motor home vacations.

Shopping still tops the list of leisure activities when Danish travelers visit the United States and short city-breaks have grown ever more popular due to the fairly inexpensive airfare and dollar rate. The most popular shopping destinations for Danish travelers are

New York City, San Francisco, Washington D.C., Boston, Seattle, Chicago and Los Angeles. This trend is likely to stagnate.

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The See America Committee in Denmark was renamed to Discover America Denmark in 2007. There is also a Nordic Discover America Committee, representing the Danish, Swedish, Norwegian and Finnish chapters, which can assist in organizing various promotional activities on a Danish and Nordic level.

For more information, please contact [Peter Strandby](#), Commercial Specialist.

9. Building Materials

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Activities in the sector comprise construction, repairs and maintenance of houses, offices and industrial buildings, and the establishment and maintenance of roads, harbors and airports, bridges and tunnels and sewerage systems. The last couple of years, the industry has experienced heavy growth. In 2007, production value reached a new all-time high for the 5th year in a row, constituting app. USD 25 billion. This level was kept for 2008, but due to the financial crisis the market has significantly slowed down. A survey shows that 67 percent of the Danish building companies expect a negative growth for 2009. Out of these, 20 percent estimate the downturn to be higher than 15 percent. The slowdown is expected to mainly influence the new building, whereas maintenance and commercial building is expected to keep pace or even increase.

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The most important competitive parameter in the Danish market for building materials is quality, and foreign suppliers must live up to very high standards. A U.S. manufacturer can furthermore differentiate itself by offering price competitive products and efficient logistics and service.

There is an increased focus on energy saving and environmentally friendly products in the Danish building sector, and innovative green building products will be well received.

The use of digital building and 3D models is becoming more and more common. Generally, new innovative products that make the building process more efficient and safe are demanded.

Opportunities

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For the second year in a row, import of building materials has exceeded export, indicating that Danes are looking to source from abroad. Of the recorded exporting markets, the U.S. is the smallest, exporting only about 145 million USD to Denmark. From 2006 to 2007, however, import of U.S. building materials was the largest growing segment with a 50 percent growth.

Local industry trade shows:

Rådgivertræf – www.ing.dk/messer/raadgivertraef

Byggeri – <http://www.fagmesser.dk/byggeri>

Bolig I Bella, – <http://www.bygogboligibella.dk>

Boligrømme for Alle – <http://www.bdfa.dk>

ScandBuild – <http://www.scandbuild.com>

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The National Agency for Enterprise and Construction – <http://www.ebst.dk>
The Danish Building Research Institute – <http://www.sbi.dk>
The Danish Construction Association – <http://www.danskbyggeri.dk>
The Building material industry, confederation of Danish Industries – <http://www.bi.di.dk>

More information, please contact [Sabina Kroigaard](#), Commercial Specialist.

10. General Consumer Goods (GCG)

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The global financial crisis of 2008 has also had an impact on the Danish economy. The explosive growth and excessive spending that has characterized the Danish economy for several years has come to an abrupt halt. Denmark is forecasted to undergo the steepest drop in economic activity since the first half of the 1970s. The recession is expected to last until 2010 where growth will steadily resume. The unemployment rate is expected to increase and to reach almost 5% by 2010. Nevertheless Danish GNI per capita is 39% above OECD level.

	2005 (DKKbn)	2006	2007	2008E
Private consumption	760	4.4%	2.4%	0.8%
Government consumption	401	2.1%	1.3%	1.1%
Fixed investment	307	13.3%	3.1%	-1.5%
Government investment	27	16.5%	-10.0%	-3.7%
Residential investment	93	11.2%	4.8%	-4.5%
Business fixed investment	187	13.2%	4.4%	0.3%
Exports	762	9.1%	2.2%	3.2%
Imports	685	13.9%	2.8%	5.5%
GDP		3.3%	1.6%	-0.7%
Nominal GDP (DKK bn)	1,548	1,628	1,687	1,773
Unemployment rate		3.8%	2.7%	1.8%
Unemployment level, '000 persons		109.1	77.6	50.0
Consumer prices, y/y		2.1%	1.9%	3.4%
Hourly earnings, y/y		3.1%	3.9%	4.6%
House prices, one-family, y/y		21.6%	4.5%	-4.0%

(Figures are based upon Nordea Economic Outlook Report, January 2009. All figures are unofficial estimates.)

Best prospects

The financial crisis has also brought some positive side effects along with it. Food prices are expected to level. Commodity prices have fallen notably. This had a direct positive effect on household finances as the price of petrol, electricity and heating dropped. This in turn lowered inflation from the peak of 4.4 percent and is expected to be as low as 1.0 percent in mid 2009. Furthermore the Danish government made swift counteractions to reduce the impact of the crisis. A tax cut of approximately DKK 9 billion and agreed wage increases of 4 percent will improve households' real disposable income significantly.

Although the Danish consumer will enjoy a higher disposable income in 2009 compared to previous years household savings are expected to increase. This trend is likely to continue as long as mass-media fuels the discussion of the crisis. The crisis has been hardest on firms selling products that are dispensable or where the customers are able to buy cheaper options. This is especially seen in the high-end furniture-, electronics- and clothing industry. The effect of this is that discount supermarkets and inexpensive

stores such as H&M have experienced growth as consumers are now increasingly price sensitive.

Like the rest of Europe, the conversion from analog to digital equipment will be dominating the market demand in the coming years. Denmark prepares for the launch of full digital TV in the fall of 2009 and new products have to be ready for this transition. There will be a continued growth in flat panel HD TVs (16:9), LED projectors and Hard Disk Drives (HDD). It is furthermore expected, that Denmark in the coming years will have an increased sale of Home Entertainment Centers that integrate HDD, Internet and cable television in one box, Video-on-demand, mobile TV and IP-based TV.

Danish consumers are becoming more ethically conscious. "Fair-trade" and sustainability are important issues and receives increasing attention in the press. Products supporting these values have seen vast growth in recent years. There is also a trend within perfume free, hypoallergenic and ecological products. This movement has been intensified by focus on the side effects of additives and dangerous chemicals.

The market for leisure activities will expand rapidly. Another feature of the Danish consumer market is that Danes benefit from relatively short working hours (the average working week is 37 hours). Therefore, leisure activities, from entertainment and sports to personal grooming, are expected to be areas of strong positive growth. Denmark is renowned for the quality and the inventive design of its furniture. Relative to the size of the population, Denmark has the largest furniture production and export sector in the world. However, there are also sizeable opportunities for importers, since more than 50 percent of furniture sold to households is imported. Sales of furniture are expected to increase markedly in the coming years.

More information, please contact [Maria Norsk](#), Commercial Assistant

Best Prospects for Agricultural Products

1. Organic Products

Although most organic products produced and sold in Denmark are dairy products and vegetables, the demand for all kinds of organic products is increasing, rapidly. In 2007 the increase is estimated at about 25 percent. They include beverages (including tea, coffee, wine, and beer), meat, condiments (including honey and jam), fruit & vegetables, juices, baby food, raisins, rice, nuts, and all prepared foods. Imports from U.S. amount to only \$1.6 million while imports from South America are at \$9.3 million.

Data: (Million US\$)	2006	2007	2008(P)
Total Market Size	454	660	825
Total Local Production	353	40595	550765
Total Exports	45	87	50120
Total Imports	99	152	125180
Total Imports from U.S.A.	1	12	12

The above statistics are unofficial estimates.

2. Non-conifer Wood, Sawn

Most of Denmark's wood trade is with neighboring countries such as Norway, Sweden and Germany. For soft wood logs and lumber, the U.S. market position is especially strong and could be expanded also hardwood for furniture and floor manufacturing.

Data: (Million US\$)	2006	2007	2008(P)
Total Market Size	1450	1555	1550
Total Local Production	300	325	310
Total Exports	1200	1145	1160
Total Imports	2350	2370	2400
Total Imports from U.S.A.	32	30	30

The above statistics are unofficial estimates.

3. Edible Nuts

The total market is fast growing and U.S. products are competitive and thus have good potential to expand in the market. New on the market are pecan nuts, with a fast growing potential.

Data: (Million US\$)	2006	2007	2008(P)
Total Market Size	69	65	73
Total Local Production	0	0	0
Total Exports	6	6	7
Total Imports	75	71	80
Total Imports from U.S.A	27	21	18

The above statistics are unofficial estimates.

4. Wines

In a steadily expanding market, the U.S. market share has increased considerably for wine in comparison to a decade ago. U.S. wine is now well-recognized, and the market

share is expected to continue to grow, potentially up to 5-6% in a few years. Smaller importers are constantly looking for suppliers of small quantities and larger importers are constantly looking for exporters who can supply amounts of about 250,000 liters/year. Currently, many “up-market” smaller producers are selling their wines in Denmark along with the larger producers; each has found a market here.

Data: (Million liters)	2006	2007	2008(P)
Total Market Size	188	186	186
Total Local Production	0	0	0
Total Exports	0	0	0
Total Imports	188	186	186
Total Imports from U.S.A.	8	7	7

The above statistics are unofficial estimates

5. Beer

Specialty store, and specialty sections in supermarkets are growing with, especially craft beer from small, independent and traditional beer producers.

Data: (Million liters)	2006	2007	2008(P)
Total Market Size	474	482	485
Total Local Production	825	804	800
Total Exports	387	352	350
Total Imports	36	30	35
Total Imports from U.S.A.	0.3	0.3	0.3

The above statistics are unofficial estimates.

6. Cod

With steadily and fast decreasing catching quotas for Denmark and the rest of EU for cod, demand for imports into Denmark for cod and other ground fish for exports to all EU unsaturated markets is drastically increasing.

Data: (1,000 tons)	2006	2007	2008(P)
Total Market Size	42	38	39
Total Local Production	41	33	33
Total Exports	36	36	37
Total Imports	37	41	43
Total Imports from U.S.A.	0	0	0

The above statistics are unofficial estimates.

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Import Tariffs

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Denmark has historically maintained a no-barrier policy and is often in the lead in the international combat against non-tariff barriers. Denmark has the best record of all EU countries regarding implementation of Single Market directives. Denmark applies no unilateral trade barriers against the United States. Denmark is a member of the European Union, and the common external duty tariffs therefore apply to all products entering from non-EU countries, including the United States. Duties typically vary from 5.0 percent to 14 percent on industrial goods. Once goods have cleared customs in one EU country, they may circulate freely within the Union. 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.

As a consequence of Denmark's membership in the E.U., certain agricultural products imported from non-EU countries are governed by the Common Agricultural Policy (CAP). Duties on these items -- which include cereal grains, rice, milk and milk products, beef and veal, olive oil and sugar -- are supplemented with a system of variable levies or other charges. The purpose of these is to equalize prices of imported commodities with those produced within the EU.

Trade Barriers

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For information on existing trade barriers, please see the National Trade Estimate Report on Foreign Trade Barriers, published by USTR and available through the following website:
http://www.ustr.gov/assets/Document_Library/Reports_Publications/2008/2008_NTE_Report/asset_upload_file991_14650.pdf

Information on agricultural trade barriers can be found at the following website:
<http://useu.usmission.gov/agri/>

With very few exceptions (alcoholic beverages, weapons and arms, certain drugs and chemicals, and certain food products), Denmark requires no import licenses. There are no special import restrictions or license requirements which constitute problems for U.S. industrial product exporters.

The clearance of goods through customs and payment of duties in Denmark and other EU countries are the responsibility of the importer or his appointed customs broker. A commercial invoice from the U.S. exporter is always required for the importer or his agent to clear goods through customs. Additional documentation requirements exist for agricultural products, chemical substances and other selected goods (see "import licenses" above). U.S. exporters are advised to follow the documentation requirements of their local importers. Once goods have been cleared and duty paid in one EU country, these goods may move freely within all EU member states.

TARIC

The Integrated Tariff of the Community, referred to as TARIC (Tarif Intégré de la Communauté), is designed to show various rules applying to specific products being imported into the customs territory of the EU or, in some cases, when exported from it. To determine if a license is required for a particular product, check the TARIC.

The TARIC can be searched by country of origin, Harmonized System (HS) Code, and product description on the interactive website of the Directorate-General for Taxation and the Customs Union. The online TARIC is updated daily.

Many EU Member States maintain their own list of goods subject to import licensing. For example, Germany's "Import List" (Einfuhrliste) includes goods for which licenses are required, their code numbers, any applicable restrictions, and the agency that will issue the relevant license. The Import List also indicates whether the license is required under German or EU law. For information relevant to Member State import licenses, please consult the relevant Member State Country Commercial Guide.

Key Link: http://ec.europa.eu/taxation_customs/common/databases/taric/index_en.htm

REACH

REACH is a major reform of EU chemicals policy that was adopted in December 2006 and became national law in the 27 EU Member States in June 2007 (Regulation 1907/2006). Virtually every industrial sector, from automobiles to textiles, is affected by the new policy. REACH stands for the "Registration, Evaluation and Authorization and Restriction of Chemicals." Starting June 1 2008, REACH requires chemicals produced or imported into the EU in volumes above 1 ton per year per to be registered with a central European Chemicals Agency (ECHA), including information on their properties, uses and safe ways of handling them. Chemicals pre-registered before December 1 2008, benefit from extended registration deadlines, from three to eleven years depending on the volume of the substance and its hazard properties. U.S. companies without a presence in Europe cannot register directly and must have their chemicals registered through their importer or EU-based 'Only Representative of non-EU

manufacturer'. A list of Only Representatives can be found on the website of the U.S. Mission to the EU: <http://www.buyusa.gov/europeanunion/reach.html>.

U.S. exporters to the EU should carefully consider the REACH 'Candidate List' of substances of very high concern. Substances on that list are subject to communication requirements and may at a later stage require Authorization for the EU market. For more information, see the ECHA website:

http://echa.europa.eu/doc/press/pr_08_38_candidate_list_20081028.pdf

WEEE & RoHS

EU rules on waste electrical and electronic equipment (WEEE), while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. They require U.S. exporters to register the products with a national WEEE authority, or arrange for this to be done by a local partner. Similarly, related rules for EEE restricting the use of the hazardous substances (RoHS) lead, cadmium, mercury, hexavalent chromium, PBBs, and PBDEs, do not entail customs or importation paperwork. However, U.S. exporters may be asked by a European RoHS enforcement authority or by a customer to provide evidence of due diligence in compliance with the substance bans on a case-by-case basis. Work is underway to revise the WEEE and RoHS Directives; some new rules could take effect as early as 2011. U.S. exporters seeking more information on WEEE and RoHS regulations should visit:

<http://www.buyusa.gov/europeanunion/weee.html>

U.S. Export Controls

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Denmark's export controls comply with EU regulations covering the four regimes: Nuclear Suppliers Group; Wassenaar (general products), Missile Technology Control Regime and the Australia Group (chemicals). In early 2001, Denmark implemented a new export control system for dual-use products modeled on the U.K. export control compliance code

Temporary Entry

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Most foreign businesses needing to export temporarily into Denmark chose to do so by using an ATA Carnet. The United States Council for International Business (USCIB) is the National Guaranteeing Association for ATA and TECRO/AIT Carnets in the U.S. In Denmark the National Guaranteeing Association is the Danish Chamber of Commerce, Borsen, DK 1217 Copenhagen K, Denmark. Tel: +45 33-950500 or +45 33-950536 Fax: +45 33-325216, www.hts.dk

Labeling and Marking Requirements

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The marking and labeling requirements for products sold in Denmark are numerous and vary from product to product. The requirements may stem from either 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 labeled in Danish or in a language that differs from Danish only slightly in spelling. As a practical matter, this means Norwegian and in some instances, Swedish. Certain products must be marked clearly with the country of origin. In some cases, the importer may do the marking following arrival of the goods in Denmark. Weights and measures must be stated in the metric system. Labels and marking must accurately describe the contents of packages. The responsibility for compliance with Denmark's marking and labeling regulations falls on the importer. Exporters, however, should carefully follow importers' instructions. Failure to do so can cause customs delays and extra expenses which may harm future business.

A substantial number of products must now be CE-marked prior to sale in Denmark and the rest of the EU. The CE mark (an acronym for the French "Conformité Européene") certifies that a product has met EU health, safety, and environmental requirements, which ensure consumer and workplace safety. All manufacturers in the EU and abroad must meet CE mark requirements where applicable in order to market their products in Europe. For a list of countries that require the CE mark, see the ITA's (U.S. International Trade Administration) website: http://www.ita.doc.gov/td/tic/ce_mark/CECountries.htm. Once a manufacturer has earned a CE mark for its product, it may affix the CE mark to its product, and then the product may be marketed throughout the EU without having to undergo further modifications in each member state.

Unfortunately, there is no comprehensive list of the products that require a CE mark. Therefore, it is the manufacturer's responsibility to determine if a product requires a CE mark. The "New Approach Directives" are documents that contain the legislation issued by the European Commission on the requirements that need to be met and procedures that must be followed in order for a particular product to be CE mark certified and to be sold in the EU.

In order to determine if a product needs a CE mark, you should look in each directive related to the product. ITA's guide to navigating the CE mark process is organized by directives: <http://web.ita.doc.gov/ticwebsite/CEMark.nsf/WelcomePage.htm>. Under each directive, ITA explains the route to CE mark certification step-by-step and in one place.

Some products require the conformance to more than one directive. For example, the Safety of Machinery directive, the Electromagnetic Compatibility (EMC) directive, and the Low Voltage Equipment directive may all apply to one product.

Many of the CE mark directives allow manufacturers to self-certify their products. Some examples for which manufacturers can self-certify include:

- Safety of Machinery Directive
- Electromagnetic Compatibility (EMC) Directive
- Low Voltage Directive
- Class I products of the Medical Device Directive
- Most products covered by the Radio and Telecommunications Terminal Equipment (R&TTE) Directive

Some examples of the directives that do not allow manufacturers to self-certify include:

- Simple Pressure Vessels Directive
- Appliances Burning Gaseous Fuels Directive
- Most products covered by the Pressure Equipment Directive
- Most products covered by the Equipment and Protective Systems in Potentially Explosive Atmospheres Directive

If a company is not permitted to self-certify the product, it will need to employ the services of a testing laboratory that is affiliated with a "European Notified Body" to test and certify the product for the CE mark. There are labs in the U.S. that subcontract for European notified bodies and are qualified to do the testing and certifying. ITA has provided a list of labs, including labs affiliated with notified bodies as well as labs that are not authorized to certify the product but can test products for compliance to European standards: http://www.ita.doc.gov/td/tic/ce_mark/celistoflabs.htm

If a company is permitted to self-certify the product, it may need to order the standards that apply to the product, particularly in the case of the Low Voltage and EMC Directives. ITA has provided sources for ordering standards and for locating CE Mark consultancy services: http://www.ita.doc.gov/td/tic/ce_mark/cestandards.htm

Once the manufacturer has conformed to the requirements laid out in the applicable directive(s), whether through self-certification or approval by a notified body, and has obtained a certificate/report from a lab to prove conformance, the manufacturer needs to affix the CE mark to its product. The manufacturer must also include a "declaration of conformity" with each shipment stating which CE mark directive(s) has been met and include a signature of a company official indicating the company's responsibility for its CE mark compliance claim. ITA has provided an example of a declaration of conformity: http://www.ita.doc.gov/td/tic/ce_mark/cedecclarationconform.htm

The exporter must maintain a file called a "technical file" containing the paperwork that proves conformity to the CE mark directive(s) covering its product. The exporter or authorized representative must be able to provide the supporting paperwork to prove CE mark conformity at any time, if requested by the appropriate member state authorities. See: http://www.ita.doc.gov/td/tic/ce_mark/Cetechfile.htm for a framework for compiling a technical file.

Finally, it is the manufacturer/exporter's responsibility to regularly check for and comply with any standards changes that might affect its product. Therefore, it is important to periodically visit the EU website <http://www.newapproach.org> that lists the CE mark directives and their standards.

For additional information on the CE mark process, see the National Institute of Standards and Technology (NIST) publication:

http://www.ita.doc.gov/td/tic/ce_mark/pdf/CE20Alert20brochure3.pdf

Guidance on compliance with EU directives is also available from the U.S. & Foreign Commercial Service office at the U.S. Mission to the EU in Brussels, Belgium.

<http://www.buyusa.gov/europeanunion/>

Links related to CE-labeling in Denmark:

www.danak.org - DANAK is the national accreditation body in Denmark which in accordance with a contract with the National Agency for Enterprise and Housing under the Ministry of Economics and Business to undertake accreditation of Danish companies. <http://www.europa.eu> - European group for notified bodies.

www.en.ds.dk/ - Danish Standards is Denmark's national standardization body and one of the leading certification enterprises in Denmark

Labeling of Food Products:

Most foods are covered by the general regulation on labeling of foods, but certain foods are covered by specific regulations as well, e.g. fish products, chocolate, fruit juice, marmalade products and food supplements.

Labeling of food additives (as such or in foods) is covered by a specific regulation on food additives.

All foods sold in Denmark must be marked with a batch-identifying code (a lot-number or a date of production). This is true for “bulk packed” products as well as pre-packed products – and is the only requirement for “bulk packed” products. All other information may be handed over to the importer in document form.

Normally, all pre-packed foods intended for the final consumer or catering establishments must be labeled according to the general rules prior to retail sale or catering service:

Name and address
Product designation
Net weight
Durability

The labeling language must be Danish. Certain words from other languages, which are very similar to Danish in spelling, may be used. In practice though, most of the labeling will have to be in Danish.

Products may not be sold with a standard U.S. label only. Stick-on labels can be used in addition to a U.S. label, or to cover certain text on the original label, which is not in conformity with Danish labeling requirements (e.g., nutritional information which does not appear in Danish).

Food additives must be declared in the ingredients, listed by functional class, followed by specific name or E-number, as defined in the food additives regulation and positive additive list. Flavors must be declared merely as “aroma,” and it is possible to state “natural, nature identical or artificial” in accordance with the definitions in the flavor regulation.

Nutrients may be added after permission is granted from the authorities. The allowed usage is very limited. Added nutrients may not be claimed on the label, but may only be declared in the ingredients list and in nutritional information.

Further details are described in the report: Food and Agricultural Import Regulations and Standards (FAIRS). The report, which is updated yearly, is available on the internet: <http://www.fas.usda.gov/>. The report includes sections on food laws, labeling requirements, food additive regulations, pesticide and other contaminants, copyright and trademark laws and import procedures.

An overview of EU mandatory and voluntary labeling and marking requirements has been compiled in a market research report that is available at: http://www.buyusainfo.net/docs/x_4171929.pdf.

Prohibited and Restricted Imports

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Customs Contact Information

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Customs procedures, including the classification and valuation of imported goods entering Denmark, are governed by EU rules. For information on import duties and tariffs, U.S. exporters may contact the Danish Customs Office listed below:

Central Customs and Tax Administration
Customs Center Copenhagen
Snorresgade 15
DK-2300 Copenhagen S
Tel: +45 32-887300
Fax: +45 32-951874

Standards

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Overview

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Products tested and certified in the U.S. to American standards are likely to have to be retested and re-certified to EU requirements as a result of the EU's different approach to the protection of the health and safety of consumers and the environment. Where products are not regulated by specific EU technical legislation, they are always subject

to the EU's General Product Safety Directive as well as to possible additional national requirements. http://europa.eu.int/comm/consumers/cons_safe/prod_safe/index_en.htm

European Union standards created under the New Approach are harmonized across the 27 EU Member States and European Economic Area countries to allow for the free flow of goods. A feature of the New Approach is CE marking. For a list of new approach legislation, go to www.newapproach.org. This list shows that not all products are covered by EU legislation calling for CE marking.

While harmonization of EU legislation can facilitate access to the EU Single Market, manufacturers should be aware that regulations and technical standards might also function as barriers to trade if U.S. standards are different from those of the European Union.

Standards Organizations

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The Danish Standards Association is a private, non-profit organization, which has been approved as a technological service institute (GTS institute). The mission of Danish Standards Association is to provide services within: standardization, certification and the communication of knowledge. Danish Standards Association is Denmark's national standardization body and one of the leading certification enterprises in Denmark.

In addition, Danish Standards Association has been designated as the National Enquiry Point for the World Trade Organization. The WTO Enquiry Point is the official information center for international standards, certification schemes and regulations in Denmark.

Danish Standards Association can answer questions regarding:

European, international and national standards certification services
Notifications
EU directives
Harmonized standards
CE marking

European Union

EU standards setting is a process based on consensus initiated by industry or mandated by the European Commission and carried out by independent standards bodies, acting at the national, European or international level. There is strong encouragement for non-governmental organizations, such as environmental and consumer groups, to actively participate in European standardization.

Many standards in the EU are adopted from international standards bodies such as the International Standards Organization (ISO). The drafting of specific EU standards is handled by three European standards organizations:

- CENELEC, European Committee for Electrotechnical Standardization (<http://www.cenelec.org/Cenelec/Homepage.htm>)
- ETSI, European Telecommunications Standards Institute (<http://www.etsi.org/>)

- CEN, European Committee for Standardization, handling all other standards (<http://www.cen.eu/cenorm/homepage.htm>)

Standards are created or modified by experts in Technical Committees or Working Groups. The members of CEN and CENELEC are the national standards bodies of the Member States, which have "mirror committees" that monitor and participate in ongoing European standardization. CEN and CENELEC standards are sold by the individual Member States standards bodies. ETSI is different in that it allows direct participation in its technical committees from non-EU companies that have interests in Europe and gives away its individual standards at no charge on its website. In addition to the three standards developing organizations, the European Commission plays an important role in standardization through its funding of the participation in the standardization process of small- and medium-sized companies and non-governmental organizations, such as environmental and consumer groups. The Commission also provides money to the standards bodies when it mandates standards development to the European Standards Organization for harmonized standards that will be linked to EU technical legislation. Mandates can be checked on line at http://ec.europa.eu/enterprise/standards_policy/mandates/.

Due to the EU's vigorous promotion of its regulatory and standards system as well as its generous funding for its development, the EU's standards regime is wide and deep - extending well beyond the EU's political borders to include affiliate members (countries which are hopeful of becoming full members in the future) such as Albania, Croatia, FYR of Macedonia, and Turkey among others. Another category, called "partner standardization body" includes the standards organization of Australia, which is not likely to become a CEN member or affiliate for political or geographical reasons. Many other countries are targets of the EU's extensive technical assistance program, which is aimed at exporting EU standards and technical Regulations to developing countries, especially in the Mediterranean and Balkan countries, Africa, as well as programs for China and Latin America.

To know what CEN and CENELEC have in the pipeline for future standardization, it is best to visit their websites. CEN's "business domain" page provides an overview by sector and/or technical committee whereas CENELEC offers the possibility to search its database. ETSI's portal (http://portal.etsi.org/Portal_Common/home.asp) leads to ongoing activities.

With the need to adapt more quickly to market needs, European standards organizations have been looking for "new deliverables" which are standard-like products delivered in a shorter timeframe. While few of these "new deliverables" have been linked to EU Regulations, expectations are that they will eventually serve as the basis for EU-wide standards.

Key Link: <http://www.cenorm.be/cenorm/workarea/sectorfora/index.asp>.

Conformity Assessment is a mandatory step for the manufacturer in the process of complying with specific EU legislation. The purpose of conformity assessment is to ensure consistency of compliance during all stages of the production process to facilitate acceptance of the final product. EU product legislation gives manufacturers some choice with regard to conformity assessment, depending on the level of risk involved in the use of their product. These range from self-certification, type examination and production quality control system, to full quality assurance system. You can find conformity assessment bodies in individual Member State country in this list by the European Commission.

Key Link: <http://ec.europa.eu/enterprise/newapproach/nando/>

To promote market acceptance of the final product, there are a number of voluntary conformity assessment programs. CEN's certification systems are the Keymark, the CENCER mark, CEN workshop agreements (CWA) and the European Standard Agreement Group. CENELEC has its own initiative. ETSI does not offer conformity assessment services.

Product Certification

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To sell products on the EU market of 27 Member States as well as Norway, Liechtenstein and Iceland, U.S. exporters are required to apply CE marking whenever their product is covered by specific product legislation. CE marking product legislation offers manufacturers a number of choices and requires decisions to determine which safety/health concerns need to be addressed, which conformity assessment module is best suited to the manufacturing process, and whether or not to use EU-wide harmonized standards. There is no easy way for U.S. exporters to understand and go through the process of CE marking, but hopefully this section provides some background and clarification.

Products manufactured to standards adopted by CEN, CENELEC and ETSI, and published in the Official Journal as harmonized standards, are presumed to conform to the requirements of EU Directives. The manufacturer then applies the CE marking and issues a declaration of conformity. With these, the product will be allowed to circulate freely within the EU. A manufacturer can choose not to use the harmonized EU standards, but then must demonstrate that the product meets the essential safety and performance requirements. Trade barriers occur when design, rather than performance, standards are developed by the relevant European standardization organization, and when U.S. companies do not have access to the standardization process through a European presence.

The CE marking addresses itself primarily to the national control authorities of the Member States, and its use simplifies the task of essential market surveillance of regulated products. Although CE marking is intended primarily for inspection purposes by Member State inspectors, the consumer may well perceive it as a quality mark.

The CE marking is not intended to include detailed technical information on the product, but there must be enough information to enable the inspector to trace the product back to the manufacturer or the authorized representative established in the EU. This detailed

information should not appear next to the CE marking, but rather on the declaration of conformity (which the manufacturer or authorized agent must be able to provide at any time, together with the product's technical file), or the documents accompanying the product.

Accreditation

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Independent certification bodies, known as notified bodies, have been officially accredited by competent authorities to test and certify to EU requirements. However, under U.S.-EU Mutual Recognition Agreements (MRAs), notified bodies based in the United States and referred to as conformity assessment bodies, are allowed to test in the United States to EU specifications, and vice versa. The costs are significantly lower which results in U.S. products becoming more competitive. At this time, the U.S.-EU MRAs cover the following sectors: EMC (in force), RTTE (in force), medical devices (in transition), pharmaceutical (on hold), recreational craft (in force) and marine equipment (in force). The U.S. Department of Commerce, National Institute of Standards and Technology (NIST), has a link on its website to American and European Conformity Assessment bodies operating under a mutual recognition agreement.

Key Link: <http://ts.nist.gov/Standards/Global/mra.cfm>

Accreditation is handled at Member State level. "European Accreditation" (http://www.european-accreditation.org/default_flash.htm) is an organization representing nationally recognized accreditation bodies. Membership is open to nationally recognized accreditation bodies in countries in the European geographical area that can demonstrate that they operate an accreditation system compatible with EN45003 or ISO/IEC Guide 58.

Publication of Technical Regulations

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The Official Journal is the official gazette of the European Union. It is published daily on the Internet and consists of two series covering draft and adopted legislation as well as case law, studies by committees, and more (<http://europa.eu.int/eur-lex/lex/JOIndex.do?ihmlang=en>). It lists the standards reference numbers linked to legislation (<http://ec.europa.eu/enterprise/newapproach/standardization/harmstds/whatsnew.html>). National technical Regulations are published on the Commission's website <http://ec.europa.eu/comm/enterprise/tris/> to allow other countries and interested parties to comment.

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT) Agreement to report to the WTO all proposed technical regulations that could affect trade with other member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect access to international markets. Register online at Internet URL: <http://tsapps.nist.gov/notifyus/data/index/index.cfm>

Manufacturers should be mindful that, in addition to the EU's mandatory and voluntary schemes, national voluntary labeling schemes might still apply. These schemes may be highly appreciated by consumers, and thus, become unavoidable for marketing purposes.

Manufacturers are advised to take note that all labels require metric units although dual labeling is also acceptable until end of December 2009. The use of language on labels has been the subject of a Commission Communication, which encourages multilingual information, while preserving the right of Member States to require the use of language of the country of consumption.

The EU has mandated that certain products be sold in standardized quantities. Council Directive 2007/45/EC, to replace 80/232/EC in April 2009, harmonizes packaging of wine and spirits throughout the EU. Existing national sizes will be abolished with a few exceptions for domestic producers.

Key Link: http://ec.europa.eu/enterprise/prepack/packsize/packsiz_en.htm

The Eco-label

EU legislation in 1992, revised in 2000, distinguishes environmentally friendly products and services through a voluntary labeling scheme called the Eco-label. Currently, the scheme applies to 28 product types in 7 categories: cleaning products, appliances, paper products, clothing, lubricants, home and garden products and tourism services. The symbol, a green flower, is a voluntary mark. The Eco-label is awarded to producers who can show that their product is less harmful to the environment than similar products. This "green label" also aims to encourage consumers to buy green products. However, the scheme does not establish ecological standards that all manufacturers are required to meet to place product on the market. Products without the EU Eco-label can still enter the EU as long as they meet the existing health, safety, and environmental standards and Regulations.

The EU Eco-label is a costly scheme (up to EUR 1,300 for registration and up to EUR 25,000/year for the use of the label, with a reduction of 25% for SMEs) and has therefore not been widely used so far. However, the Eco-label can be a good marketing tool and, given the growing demand for green products in Europe, it is likely that the Eco-label will become more and more a reference for green consumers.

Key Links: http://buyusainfo.net/docs/x_4284752.pdf
http://ec.europa.eu/comm/environment/ecolabel/index_en.htm
<http://www.eco-label.com/default.htm>

Denmark is a full member of the EU and the W.T.O.

For a list of trade agreements with the EU and its Member States, as well as concise explanations, please see http://tcc.export.gov/Trade_Agreements/index.asp.

Web Resources

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Danish Standards Association (Dansk Standard)
Kollegievej 6
DK-2920 Charlottenlund
Tlf: +45 39 96 61 01
Fax: +45 39 96 61 02
www.ds.dk

U.S. Mission to the E.U.
Foreign Commercial Service
Rue Zinner 13
B - 1000 Brussels, Belgium
Fax: 32 2 513 1228
Gwen B. Lyle – Standards Attaché
Tel: 32 2 508 2674
gwen.lyle@mail.doc.gov
Sylvia Mohr – Standards Specialist
sylvia.mohr@mail.doc.gov
Tel: 32 2 508 2675
Fax: 32 2 513 1228

CEN – European Committee for Standardization
Rue de Stassart 36
B – 1050 Brussels, Belgium
Fax: 32 2 550 08 19
Tel: 32 2 550 08 25 / 550 08 11
www.cenorm.be

CENELEC – European Committee for Electrotechnical Standardization
Rue de Stassart 35
B – 1050 Brussels, Belgium
Tel: 32 2 519 68 71
Fax: 32 2 519 69 19
www.cenelec.org

ETSI - European Telecommunications Standards Institute
Route des Lucioles 650
F – 06921 Sophia Antipolis Cedex, France
Tel: 33 4 92 94 42 12
Fax: 33 4 93 65 22 99
www.etsi.org

European Commission
Enterprise Directorate - General

Rue de la Science 15
B – 1040 Brussels, Belgium
Mail: Office: SC15 02/09 B – 1049 Brussels
Tel: 32 2 299 56 72
Fax: 32 2 299 16 75
http://europa.eu.int/comm/enterprise/standards_policy/

EFTA – European Free Trade Association
Rue de Trèves 74
B – 1040 Brussels
Tel: 32 2 286 17 41
Fax: 32 2 286 17 42
<http://www.efta.int/>

NORMAPME – European Office of Crafts Trades and Small and Medium-Sized Enterprises for Standardization
Rue Jacques de Lalaing 4
B – 1040 Brussels, Belgium
Tel: 32 2 282 05 31
Fax: 32 2 282 05 35
www.normapme.com

ANEC - European Association for the Co-ordination of Consumer Representation in Standardization
Avenue de Tervueren 36, Box 4
B – 1040 Brussels, Belgium
Tel: 32 2 743 24 70
Fax: 32 2 706 54 30
www.anec.org

ECOS – European Environmental Citizens Organization for Standardization
Boulevard de Waterloo 34
B – 1000 Brussels, Belgium
Tel: 32 2 289 10 93
Fax: 32 2 289 10 99

EOTA – European Organization for Technical Approvals (for construction products)
Avenue des Arts 40
B – 1040 Brussels, Belgium
Tel: 32 2 502 69 00
Fax: 32 2 502 38 14
info@eota.be

EOTC – European Organization for Conformity Assessment
Rue de Stassart 36
B – 1050 Brussels, Belgium
Tel: 32 2 502 40 40
Fax: 32 2 502 42 39
www.eotc.be

EU websites:

Online customs tariff database (TARIC):

http://ec.europa.eu/taxation_customs/common/databases/taric/index_en.htm

The Modernized Community Customs Code (MCCC):

http://ec.europa.eu/taxation_customs/customs/procedural_aspects/general/community_code/index_en.htm.

ECHA: http://echa.europa.eu/doc/press/pr_08_38_candidate_list_20081028.pdf

Taxation and Customs Union:

http://ec.europa.eu/taxation_customs/customs/index_en.htm

Regulation (EC) 648/2005:

Security and Safety Amendment to the Customs Code

Decision N° 70/2008/EC: Electronic Customs Decision

Regulation (EC) 450/2008): Modernized Community Customs Code

Legislation related to the Electronic Customs Initiative:

http://ec.europa.eu/taxation_customs/customs/policy_issues/electronic_customs_initiative/electronic_customs_legislation/index_en.htm

International Level: Customs value

What is Customs Valuation?

http://ec.europa.eu/taxation_customs/customs/customs_duties/declared_goods/index_en.htm

Customs and Security:

Two communications and a proposal for amending the Community Customs Code

http://ec.europa.eu/taxation_customs/customs/policy_issues/customs_security/index_en.htm

Establishing the Community Customs Code:

Regulation (EC) n° 648/2005 of 13 April 2005

Pre Arrival/Pre Departure Declarations: Pre Arrival / Pre Departure Declarations

AEO: Authorized Economic Operator

Contact Information at National Customs Authorities:

http://ec.europa.eu/taxation_customs/common/links/customs/index_en.htm

New Approach Legislation: www.newapproach.org

Cenelec, European Committee for Electrotechnical Standardization:
<http://www.cenelec.org/Cenelec/Homepage.htm>

ETSI, European Telecommunications Standards Institute: <http://www.etsi.org/>

CEN, European Committee for Standardization, handling all other standards:
<http://www.cen.eu/cenorm/homepage.htm>

Standardisation – Mandates: http://ec.europa.eu/enterprise/standards_policy/mandates/.

ETSI – Portal – E-Standardisation : http://portal.etsi.org/Portal_Common/home.asp

CEN – Sector For a: <http://www.cenorm.be/cenorm/workarea/sectorfora/index.asp>

Nando (New Approach Notified and Designated Organizations) Information System:
<http://ec.europa.eu/enterprise/newapproach/nando/>

Mutual Recognition Agreements (MRAs):
<http://ts.nist.gov/Standards/Global/mra.cfm>

European Co-operation for Accreditation:
http://www.european-accreditation.org/default_flash.htm

Eur-Lex – Access to European Union Law:
<http://europa.eu.int/eur-lex/lex/JOIndex.do?ihmlang=en>

Standards Reference Numbers linked to Legislation:
<http://ec.europa.eu/enterprise/newapproach/standardization/harmstds/whatsnew.html>

National technical Regulations: <http://ec.europa.eu/comm/enterprise/tris/>

NIST - Notify us: <http://tsapps.nist.gov/notifyus/data/index/index.cfm>

Metrology, Pre-Packaging – Pack Size:
http://ec.europa.eu/enterprise/prepack/packsizes/packsizes_en.htm

European Union Eco-label Homepage:
http://ec.europa.eu/comm/environment/ecolabel/index_en.htm

Eco-Label Catalogue: <http://www.eco-label.com/default.htm>

U.S. websites:

National Trade Estimate Report on Foreign Trade Barriers:

http://www.ustr.gov/assets/Document_Library/Reports_Publications/2008/2008_NTE_Report/asset_upload_file991_14650.pdf

Agricultural Trade Barriers: <http://useu.usmission.gov/agri/>

Trade Compliance Center: <http://www.trade.gov/tcc>

U.S. Mission to the European Union: <http://www.buyusa.gov/europeanunion>

The New EU Battery Directive: http://www.buyusainfo.net/docs/x_8086174.pdf

The Latest on REACH: <http://www.buyusa.gov/europeanunion/reach.html>.

WEEE and RoHS in the EU: <http://www.buyusa.gov/europeanunion/weee.html>

Overview of EU Certificates:
<http://useu.usmission.gov/agri/certificates-overview.html>

Center for Food Safety and Applied Nutrition: <http://www.cfsan.fda.gov/>

EU Marking, Labeling and Packaging – An Overview
http://www.buyusainfo.net/docs/x_4171929.pdf.

The European Union Eco-Label: http://buyusainfo.net/docs/x_4284752.pdf

Trade Agreements: http://tcc.export.gov/Trade_Agreements/index.asp

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Chapter 6: Investment Climate

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Openness to Foreign Investment

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Denmark is a small country with an open economy. Denmark is highly dependent on foreign trade and international cooperation. Danish trade and investment policies are very liberal and encourage foreign investment.

In general, investment policies are forward-looking and aimed at fostering and developing businesses, especially in high-growth sectors. According to the 2008 business environment survey from the Economist Intelligence Unit, Denmark has retained its position as the most attractive nation for foreign investment. Several factors are included in the survey and Denmark scores top marks in various categories such as the political and institutional environment, macroeconomic stability, policy towards private enterprise, foreign investment policy, financing and infrastructure.

According to the Danish central bank, the total stock of foreign direct investment in Denmark was Danish Kroner (DKK) 668.7 billion (current prices, exclusive of pass-through investments) in 2007, corresponding to 39 percent of GDP. U.S. investments of DKK 46.8 billion in Denmark accounted for 7 percent of total FDI stock in 2007. The United States is the fourth largest foreign investor in Denmark.

The government agency “Invest in Denmark” is part of the Danish Trade Council and is situated within the Ministry of Foreign Affairs. The agency provides detailed information to potential investors. The website for the agency is www.investindk.com. Greenland Home Rule government's trade promotion agency, Greenland Expo, also has information

for potential investors in Greenland. The website for the agency is www.greenlandexpo.com.

The central and the regional governments encourage foreign investment on a national-treatment basis.

There is no mandatory screening of foreign investment.

According to the Danish Competition Act, the Competition Authorities require notification of mergers and takeovers if the combined turnover of the participating companies exceeds DKK 50 million. However, notification is not required if only one of the participating companies has turnover of more than DKK 10 million. The EU Commission must approve very large mergers.

There are certain restrictions on foreigners' acquisition of real estate in Denmark. EU citizens and companies from EU member states can purchase any type of real estate (except vacation properties) without prior authorization from the authorities. However, companies not domiciled in the EU and non-EU citizens who are not living in Denmark or have not previously been living in Denmark for at least five years in total, can only acquire real estate with the permission of the Danish Ministry of Justice. Permission is freely given to people with a Danish residency permit, except with regard to purchases of vacation properties. Purchases of designated vacation properties are restricted to citizens of Denmark.

See section A.6. regarding limits on foreign ownership and control in certain sectors.

Conversion and Transfer Policies

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Denmark has not introduced the Euro currency although it meets the EU's economic criteria for membership. Danish voters twice (in 1992 and 2000) turned down the introduction of the Euro. The Danish reservation concerning Euro participation can only be abolished by referendum. Although the current government has broached the possibility of holding another referendum on Euro adoption, a referendum has not yet been scheduled.

Denmark conducts a fixed exchange rate policy with the Danish Kroner linked closely to the Euro within the framework of ERM II. The Danish Kroner has a fluctuation band of +/- 2.25 percent of the central rate of DKK 746.038 per 100 Euro.

There are no restrictions on converting or transferring funds associated with an investment into or out of Denmark. Policies are intended to facilitate the free flow of capital and to support the flow of resources in the product and services markets.

Foreign investors can obtain credit in the local market at normal market terms, and a wide range of credit instruments is available.

Expropriation and Compensation

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By law, private property can only be expropriated for public purposes, in a non-discriminatory matter, with reasonable compensation, and in accordance with established principles of international law. There have been no recent expropriations of significance in Denmark and there is no reason to believe that there may be significant expropriations in the near future.

Dispute Settlement

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There have been no major disputes over investment in Denmark in recent years. The judicial system is extremely well-regarded and fair. The legal system is independent of the legislative branch of the government and is based on a centuries-old legal tradition. It includes written and consistently applied commercial and bankruptcy laws, and secured interests in property are recognized and enforced. The World Economic Forum's 2008-2009 Global Competitiveness Report, which ranks Denmark as the world's third most competitive economy, characterizes Denmark's judicial system as a notable competitive advantage. Denmark is ranked as the country with the world's most efficient legal framework. In addition, Denmark ranks highly among the evaluated countries for its protection of property rights (#2) and intellectual property protection (#3).

Monetary judgments under the bankruptcy law are made in freely convertible Danish Kroner. The bankruptcy law addresses creditors' claims against a bankruptcy in the following order: (1) costs and debt accrued during the treatment of the bankruptcy; (2) costs, including the court tax, relating to attempts to find a solution other than bankruptcy; (3) wage claims and holiday pay; (4) excise taxes owed to the government; and (5) all other claims.

Denmark is a member of the International Center for the Settlement of Investment Disputes (ICSID) and is a party to the 1958 Convention on the Recognition and Enforcement of Foreign Arbitral Awards. Subsequent Danish legislation makes international arbitration of investment disputes binding in Denmark. In addition, Denmark is a party to the 1961 European Convention in International Commercial Arbitration and to the 1962 agreement relating to the application of this Convention.

Performance Requirements and Incentives

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Denmark adheres to the WTO Agreement on Trade-related Investment Measures (TRIMs) and performance requirements are applied only in connection with investment in hydrocarbon exploration, where concession terms normally require a fixed work program, including seismic surveys, and in some cases exploratory drilling, consistent with applicable EU directives.

Performance requirements are mostly designed to protect the environment, mainly through encouraging reduced energy and water use. Several environmental and energy requirements are systematically imposed on households as well as businesses in Denmark, both foreign and domestic. For instance, Denmark was the first of the EU countries, in January 1993, to introduce a carbon dioxide (CO₂) tax on business and industry. However, there are certain reimbursement schemes and subsidy measures to reduce the costs for businesses, thereby safeguarding Danish competitiveness.

Performance incentives are available to both foreign and domestic investors. For instance, investment by foreign and domestic investors in designated regional development areas may take advantage of certain grants and access to preferential financing. Investments in Greenland may be eligible for incentives as well.

Denmark does not offer favored treatment to foreign investors. Foreign subsidiaries located in Denmark can participate in government-financed or subsidized research programs on a national-treatment basis.

Right to Private Ownership and Establishment

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A foreign or domestic private entity may freely establish, own, and dispose of a business enterprise in Denmark. The capital requirement for establishing a corporation (A/S) is DKK 500,000 (approximately USD 90,000 per mid-December 2008 exchange rate) and for establishing a private limited liability company (ApS) DKK 125,000 (approximately USD 22,700). No requirements apply as to the residency of directors and managers of A/S or ApS.

Since October 2004, a private entity may found a European public limited company (SE company). The legal framework of the SE company is to a large degree subject to national company law, but it is possible to change the nationality of the company without liquidation and re-founding. An SE company must be registered at the Danish Commerce and Companies Agency if the official address of the company is in Denmark. The minimum capital requirement is EUR 120,000.

Like most other countries, Denmark imposes restrictions on establishing companies providing professional services (e.g., legal, accounting, auditing, and medical services) in Denmark. Danish professional certification and/or local Danish experience to practice in Denmark are required. In some instances, Denmark may accept an equivalent professional certification from other EU or Nordic countries on a reciprocal basis.

Establishment of new, large department stores outside city centers is on a non-discriminatory economic needs-test basis and has to be approved by the local authorities.

Ownership restrictions are applied in the following sectors:

Hydrocarbon exploration: Requires 20 percent Danish government participation, but on a "non-carried interest" basis.

Defense materials: Amendments to the legislation concerning foreign ownership of defense companies came into effect as of July 2006. The new law (L503 of July 6, 2006) replaces previous ownership restrictions with control. The Minister of Justice has to approve foreign ownership of more than 40 percent of the equity or more than 20 percent of the voting rights in a defense company doing business in Denmark. The approval will be granted unless there are foreign policy considerations or security issues weighing against approval.

Aircraft: Unless a waiver is granted, non-EU physical and legal persons may not directly own or exercise control over aircraft registered in Denmark.

Ships registered in the Danish International Ships Register (DIS) must, as a general rule, be Danish-owned. Ships owned by Danish citizens, Danish partnerships or Danish limited liability companies are eligible for registration. Furthermore, ships owned by EU or EEA entities with a genuine link to Denmark are eligible for registration. Also, foreign companies with a major Danish influence can register a ship in the DIS.

Protection of Property Rights

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Property rights in Denmark are well-protected by law. Intellectual property protections in Denmark are particularly well-regarded. 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. The WIPO Internet treaties: WIPO Copyright Treaty (WCT) and WIPO Performances and Phonograms Treaty (WPPT), have been signed but not yet ratified because Denmark is awaiting a joint EU ratification process.

Real estate is for the most part financed through the well-established Danish mortgage bond credit system, the security of which almost compares to that of government bonds. However, to comply with the covered bond definition in the EU Capital Requirements Directive (CRD), the Danish mortgage banking regulation was amended effective July 1, 2007.

With the amended Danish mortgage banking regulation, commercial banks now have the same opportunities as mortgage banks and ship-financing institutions to issue covered bonds. Only issuers that have been granted a license from the Danish financial supervisory authority are able to issue Danish covered bonds.

Secured interests in property are recognized and enforced in Denmark. All mortgage credits in real estate are recorded in local public registers of mortgages. Except for interests in cars and commercial ships, which are also publicly recorded, other property interests are generally unrecorded. The local public registers are reliable system of recording security interests.

Transparency of Regulatory System

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Danish laws and policies granting national treatment to foreign investments are designed to support the Danish goal of increasing FDI in Denmark.

Denmark applies high standards with regard to health, environment, safety, and labor laws. These policies are universally applied and are not used to impede foreign investment.

Danish corporate law is generally in conformity with current EU legislation.

The legal, regulatory and accounting systems are relatively transparent and in accordance with international standards.

Bureaucratic procedures are streamlined and transparent, and proposed laws and regulations are published in draft form for public comment.

In June, 2007, the Danish Parliament enacted a major bill on Controlled Foreign Company (CFC) taxation and private equity funds. The bill reduced the corporate tax rate from 28 percent to 25 percent. The bill also limited tax speculation for private equity funds. Additionally, the bill capped deductibility of net financing costs and changed taxation of dividend and liquidation distributions.

Furthermore, the Bill included amendments to the taxation of CFCs indirectly forced upon the Danish government by a European Court of Justice (ECJ) ruling in the British *Cadbury-Schwepes* case. The Danish rules now include specific criteria for when CFC taxation will be triggered, such as the relative size of financial assets and CFC income.

Efficient Capital Markets and Portfolio Investment

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Denmark has fully liberalized foreign exchange flows, including those for direct and portfolio investment purposes. Credit is allocated on market terms and is freely available.

The Danish banking system is under the regulatory oversight of the Financial Supervisory Authority. Like banks in many other countries, Danish banks experienced significant turbulence in 2008. Two small/mid-sized banks failed, and other banks merged to avoid collapse. In October 2008, the Danish Parliament passed legislation that calls for all private banks and the Danish government to jointly finance a "safety net" program that provides unlimited guarantees for bank deposits and certain classes of bank creditors through September 2010. In spite of this legislation, in late 2008 some local businesses reportedly complained of tight lending practices and a difficulty in obtaining bank financing.

A possible barrier for foreign banks in Denmark is that the national payment system, PBS, is jointly owned by Danish banks and that it is difficult for foreign banks to gain access. The assets of the three largest Danish banks, Danske Bank, Nordea Bank Danmark, and Jyske Bank, comprise approximately 75 percent of the total assets in the Danish banking sector. The major Danish banks are rated by international agencies and the creditworthiness is very high by international standards.

Differentiated voting rights - A and B stocks - are used to some extent and several Danish companies are controlled by foundations, which can restrict potential hostile takeovers including foreign takeovers.

The Danish stock market functions efficiently and in 2005, the Copenhagen Stock Exchange became part of the integrated Nordic and Baltic market place, OMX Exchanges, headquartered in Stockholm. Besides Stockholm and Copenhagen, OMX also includes the stock exchanges in Helsinki, Tallinn, Riga and Vilnius. In order to

increase the access to capital for primarily small companies, the OMX in December 2005 opened a Nordic alternative marketplace -- “First North” -- in Denmark.

Political Violence

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Denmark is a politically stable country. Incidents involving politically-motivated damage to projects or installations are very rare in Denmark.

Corruption

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According to the 2008 Corruption Perceptions Index by Transparency International, Denmark is the least corrupt country in the world. Transparency International has local representation in Denmark.

Corruption is covered under the Danish Penal Code and the Ministry of Justice is responsible for combating corruption. Penalties for violations range from fine to imprisonment of up to four years for a private individual’s involvement and up to six years for a public employee’s involvement. Since 1998, Danish businesses cannot claim a tax deduction for the cost of bribes paid to officials abroad. Denmark is a signatory of the OECD Convention on Combating Bribery.

Bilateral Investment Agreements

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Denmark has concluded investment protection agreements with the following 46 countries: Algeria, Albania, Argentina, Belarus, Bolivia, Bulgaria, Czech Republic, Chile, China, Croatia, Egypt, Ethiopia, Estonia, Ghana, Hong Kong, Hungary, India, Indonesia, Kuwait, Latvia, Lithuania, Malaysia, Mexico, Mongolia, Mozambique, Nicaragua, North Korea, Pakistan, Peru, the Philippines, Poland, Romania, Russia, Slovakia, Slovenia, South Korea, Sri Lanka, South Africa, Tanzania, Tunisia, Turkey, Uganda, Ukraine, Venezuela, Vietnam, and Zimbabwe. Further, Denmark has signed Investment Protection Agreements with Bosnia Herzegovina, Brazil, Cuba, Laos, and Morocco, but these agreements await ratification.

The U.S.-Danish Bilateral Convention for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion with Respect to Taxes on Income was concluded in 1999 and came into force on March 31, 2000. In May 2006, a protocol was signed to amend the existing tax treaty between Denmark and the United States. The most important aspect of the protocol relates to the elimination of withholding tax on cross-border dividend payments.

OPIC and Other Investment Insurance Programs

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OPIC programs are not applicable to U.S. investments in Denmark, but may be used by at least 95 percent U.S.-owned subsidiaries in Denmark to support their investments in qualifying countries.

Denmark is a member of the Multilateral Investment Guarantee Agency (MIGA).

Labor

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The Danish labor 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. Furthermore, the Danish labor market is flexible. Danish rules on the hiring and firing of employees are not burdensome, which enables employers to adjust the workforce quickly to changing market conditions.

The Danish labor force amounts to approximately 2.9 million persons. Denmark's EU-harmonized unemployment rate was about 3 percent in 2008, which is very low both historically as well as compared to the EU and OECD averages. There are labor market pressures in various parts of the manufacturing and the services sector as well as in the construction sector.

The public sector in Denmark is large and accounts for approximately 36 percent of the employment at full-time equivalence.

The labor force participation rate for women is among the highest in the world. In 2008, almost 75 percent of working-age women participated in the labor force and the employment rate was 71 percent. The male labor participation rate and employment rate were 82 and 79 percent respectively.

The Danish labor force is highly organized, with approximately 80 percent belonging to a union. However, labor disputes and strikes occur only sporadically. As a general rule, labor/management relations are excellent, based on dialogue and consensus rather than confrontation. Working conditions are laid down in a rather complex system of legislation and organizational agreements. Many aspects of wage and working conditions are determined through collective bargaining rather than regulated by legislation.

The contractual workweek for most wage earners is 37 hours. By law, employees are entitled to five weeks of paid annual leave. However, the majority of the labor force has the right to six weeks of paid annual leave through labor market agreements.

Denmark has well functioning unemployment insurance and sick pay schemes, which are not financed by employers. Maternity leave in Denmark is 52 weeks and employers are obliged to pay salary for at least 14 weeks.

Danish wages are high by international standards, and have contributed to the use of capital-intensive technologies. However, employer contributions to social security (including health care) are very low. As a result, total employee costs for employers are lower in Denmark than in many other industrialized countries.

In general, work permits are not difficult to obtain for foreign managerial staff. However, permits for non-managerial workers from countries outside the EU (citizens of EU

countries do not require work permits) and the Nordic countries are granted only if substantial professional or labor-related conditions warrant it.

Special rules, detailed in the so-called Job Card Scheme, apply to certain professional fields experiencing a shortage of qualified manpower. Foreigners who have been hired in the designated fields will be immediately eligible for residence and work permits. In 2008, professions covered by the Job Card Scheme include engineers, scientists, doctors, nurses, IT specialists, economists, lawyers and accountants. The Job Card Scheme extends to positions with an annual pay of DKK 450,000, regardless of the field or specific nature of the job.

Denmark also introduced a Green Card scheme to issue six-month residence permits to foreign nationals, allowing them to seek employment in Denmark. Permits are issued based on an individual evaluation using a point system. However, a residence permit issued under the Green Card scheme is not a work permit. If offered a job, the applicant must apply for a work permit. A work permit is only granted for research and specialist positions, as well as positions covered by the above-mentioned Job Card scheme. Generally, personal income tax rates in Denmark are among the highest in the world. However, foreign employees and researchers may be subject to a favorable 25 percent gross tax rate in the first three years of working in Denmark. Compared with the general Danish progressive income tax system, this is an attractive incentive. Further information can be obtained from the Danish embassies or from the Danish Immigration Service (www.nyidanmark.dk).

Denmark adheres to the ILO conventions protecting worker rights.

Foreign-Trade Zones/Free Ports

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The only free port in Denmark is the Copenhagen Free Port, which is operated by the Port of Copenhagen. The Port of Copenhagen and the Port of Malmo (Sweden) in 2001 merged their commercial operations, including the free port activities, in a joint company named CMP. The facilities in the free port are mostly used for tax-free warehousing of goods imported, for exports, in transit trade and for distribution. Tax and duties are not payable until cargo leaves the Free Port. Also, the processing of cargo, for example, and the preparation and finishing of imported automobiles for sale, can freely be set up in the Free Port. Manufacturing operations can be established with the permission of the customs authorities, which is granted if special reasons exist for having the facility in the Free Port area. The Copenhagen Free Port welcomes foreign companies establishing warehouse and storage facilities.

Foreign Direct Investment Statistics

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The total stock of FDI in Denmark corresponded to 39 percent of GDP in 2007 (current prices, exclusive of pass-through investments). Conversely, Danish investment abroad comprised 47 percent of GDP in 2007. The largest foreign investor in Denmark is Sweden followed by Luxembourg, the Netherlands and the United States. U.S.

investment accounted for 9 percent of the total 2006 FDI stock in Denmark, but declined to 7 percent in 2007 due in part to a weakened U.S. dollar.

Major U.S. direct investment in Denmark is in telecommunications, information technology, biotechnology, oil exploration, financial services and facility services. During recent years, several U.S.-based private equity funds have invested in Danish firms, such as ISS, the Legoland Parks, and TDC.

Approximately 375 U.S. companies have subsidiaries in Denmark, of which several are regional headquarters.

The main destinations for Danish FDI are Sweden (12 percent), Norway (10 percent), the United States (9 percent), and Germany (8 percent). The EU held 55 percent of the stock in 2007.

Following are tables for foreign direct investment at current prices. Pass-through investments are not included since they have no or very little real-economic significance for the pass-through country. The source of data is the Danish Central Bank, www.nationalbanken.dk, based on end-year exchange rates of DKK 5.66 = 1 USD in 2006 and DKK 5.07 = 1 USD in 2007.

Foreign Direct Investment in Denmark

	2006	2007
Total DKK, billions	633.8	668.7
Total USD, billions	111.6	131.7
% of GDP	38%	39%
% of Total, Origin:	2006	2007
USA	9%	7%
EU	71%	72%
-Sweden	23%	25%
-Luxembourg	12%	11%
-Netherlands	9%	10%
-United Kingdom	8%	8%
-Germany	5%	5%
Norway	6%	6%
% of Total, Sector:		
<i>(Sector of the Danish enterprise)</i>	2006	2007
Agriculture, Fisheries, Raw Materials	3%	3%
Manufacturing	14%	14%
Energy and water supply, and construction	2%	2%
Trade, Hotels, etc.	16%	15%
Transport, Post, Telecommunication	9%	11%

Financial Intermediation	17%	15%
Business Service	32%	32%

Danish Direct Investment Abroad, STOCK

	2006	2007
Total DKK, billions	731.2	795.2
Total USD, billions	129.2	157.0
% of GDP	45%	47%

% of Total, Destination:

	2006	2007
USA	9%	9%
EU	61%	55%
-Sweden	13%	12%
-France	4%	4%
-Netherlands	6%	5%
-United Kingdom	9%	8%
-Germany	11%	8%
Norway	8%	10%

% of Total, Sector:

	2006	2007
Agriculture, Fisheries, Raw Materials	6%	6%
Manufacturing	23%	22%
Trade, Hotels, etc.	10%	9%
Transport, Post, Telecommunication	15%	15%
Financial Intermediation	8%	10%
Business Service	29%	29%

Major FDI in Denmark by U.S. companies:

Microsoft	IT
IBM	IT
Compaq	IT
Hewlett-Packard	IT
Intel	IT
Computer Sciences Corp., USA	IT
ADC Telecommunications Inc.	IT
Motorola	Telecom
Texaco	Energy
Amerada Hess	Hydrocarbon exploration
Ashland	Road Construction
Masco	Furniture and Sanitary Fittings

York Holding Corp.	Refrigerating Equipment
Tenneco Inc.	Automotive
3M	Tapes, Health Care and Pharmaceuticals
Pfizer	Pharmaceuticals
Merck, Sharp & Dohme	Pharmaceuticals
Eli Lilly	Pharmaceuticals
Sauer Inc.	Fluid Power
CP Kelco	Hydrocolloids
Doane Pet Care Co.	Pet Food
GE Capital	Financial Services
Biogen IDEC	Biotechnology

Among the biggest U.S. corporate takeovers in Denmark are Microsoft's acquisition of the Danish software company Navision in 2002 (USD 1.2 billion) and IBM's acquisition of Maersk Data in 2004 (estimated USD 400 million).

In May 2007, Greenland Home Rule and Alcoa signed a memorandum of understanding to study the feasibility of the construction of an aluminum smelter and associated hydropower generation and transmission facilities in Greenland. Upon completion, the Alcoa investment (estimated USD 2.5 billion) would be the largest U.S. direct investment ever in the Kingdom of Denmark. U.S. companies ExxonMobil and Chevron also own approximately 48 percent of a partnership that, in October 2007, was awarded licenses for the exploration and exploitation of hydrocarbons off the coast of Western Greenland.

Other FDIs in Denmark mostly come from Denmark's neighboring countries or other nearby countries, including Sweden, Iceland, Norway, Finland, Germany, and the United Kingdom. Most of those nations' major companies, and numerous smaller ones, have a presence in Denmark, either as regional headquarters, sales/marketing offices or in production. Some foreign companies with large investments in Denmark are Statoil (Norway); L.M. Ericsson (Sweden); Nordea (Sweden); Vattenfall (Sweden), APV (United Kingdom); Bayer (Germany), and Q8 Oil (Kuwait).

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Danish Statistics – www.dst.dk

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Chapter 7: Trade and Project Financing

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- [How Does the Banking System Operate](#)
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- [U.S. Banks and Local Correspondent Banks](#)
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How Do I Get Paid (Methods of Payment)

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U.S. exports to Denmark are usually financed by the importer or the importer's bank. Eximbank financing is available but rarely, if ever, used. The most common method of payment for an importer in the early phases of a business relationship is by Irrevocable Letter of Credit opened through a commercial bank. This is a recognized procedure, well-known and acceptable to Danish banks and importers. When a business relationship has reached a stage of mutual trust, payment credits are often extended by the exporter for periods varying from 30-90 days. In some cases, payment by credit card may prove to be the simplest and most effective means of payment. There are no local credit facilities available specifically to finance imports from the United States, or from any other country.

How Does the Banking System Operate

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The vast majority of small-to-medium-sized Danish firms are financed by commercial bank lines of credit. The credit line is typically extended on a continuous, revolving basis and is not subject to an annual settlement. Such credit lines are usually established to finance day-to-day operations, including inventory financing. Larger corporations may obtain capital through stock offerings on the Copenhagen Stock Exchange. Some larger Danish companies may also make use of U.S. stock exchanges. Institutional investors, such as pension funds, also play a major role in financing Danish companies, and such investments are usually carried out following individual negotiations. Financing is often a problem for small-to medium-sized companies with high growth, or growth potential. Frequently, such companies choose to or are forced to solve their financing problems by selling out to foreign, including U.S., corporations. During the last decade, the concept of venture capital has also caught on in Denmark and can now be described as an established method of financing. However, venture capital funding applies primarily to IT and biotechnology companies.

Foreign-Exchange Controls

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There are no foreign exchange controls in Denmark.

U.S. Banks and Local Correspondent Banks

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All major Danish banks have correspondent bank relationships in the United States. Most of them have such relationships with more than one American bank.

Project Financing

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The Danish Government arranges its own financing for infrastructure projects. Private projects are financed through a well-established local capital market. Multilateral institutions which make project finance available include the European Investment Bank and the Nordic Investment Bank.

Web Resources

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Export-Import Bank of the United States: <http://www.exim.gov>
- Country Limitation Schedule: http://www.exim.gov/tools/country/country_limits.html
OPIC: <http://www.opic.gov>
Trade and Development Agency: <http://www.tda.gov/>
SBA's Office of International Trade: <http://www.sba.gov/oit/>
USDA Commodity Credit Corporation: <http://www.fsa.usda.gov/cc/default.htm>
U.S. Agency for International Development: <http://www.usaid.gov>
Danish Commerce and Companies Agency - <http://www.eogs.dk/sw285.asp>
Danske Bank - www.danskebank.com
Nordea - www.nordea.dk

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Business Customs

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Danish businesspeople may appear somewhat formal at first, but are likely to quickly show a more informal side of themselves. The dress code, especially for younger employees, may seem a little too relaxed to an American businessperson. However, they are likely to get down to business right away and are generally conservative and efficient in their approach to business meetings. Handshakes (with men and women) are the accepted form of greeting. Danes shake hands for greetings upon arrival and departure from a meeting. Unlike in the United States, men do not stand when a woman enters or leaves a room. Virtually all Danish businesspeople have a good working knowledge of English, and interpreters are rarely required. Business gifts are not a normal custom in Denmark. Business entertaining is usually done at lunch, and rarely at dinner in a restaurant. Even more rarely is a businessperson invited for dinner at the home of a business acquaintance in the early stages of their relationship.

Advance appointments are always required, and punctuality is a must; it is considered rude to be late. Danes work shorter hours than Americans. When they are in the office, they are efficient with time, and productive. The standard workweek is 37 hours. Mandatory vacation is five weeks plus up to five more days per year, plus local holidays (see below). At least three weeks are taken during summer. School summer vacation is from about June 27th to about August 15th, and generally, business is slow in that period as many executives are out of the office. Some companies (and especially manufacturing plants) are completely closed. It is not advisable to schedule business meetings or other business activities in Denmark from late June to early August, from December 20th - January 5th, or in the week of Easter. Danes treasure their leisure time, most of which is spent with their families. Businesspersons should not routinely expect to meet with their Danish counterparts after 4:00pm on weekdays. On Fridays, many Danes leave early, generally between 2:00-3:00pm. Do not plan meetings for Saturdays, Sundays, or on national holidays (see below). Not all Danes appreciate

breakfast meetings, which should be scheduled only with due consideration to the situation.

Travel Advisory

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The national carrier, Scandinavian Airlines System (SAS) provides non-stop service from Copenhagen to New York, Chicago, Washington D.C. and Seattle with United Airlines as a U.S. code-share partner. The route to Seattle might be discontinued in 2009, as SAS is cutting back on some of their routes. Two U.S. carriers entered the Danish market in May 2006: Delta opened a new route between Copenhagen and Atlanta and Continental opened a route between Copenhagen and Newark. Major U.S. credit cards are accepted in Denmark (in hotels, restaurants and major department stores, but not usually in smaller stores), and all major U.S. car rental companies have offices at airports and major cities. A number of Danish hotels are affiliated with U.S. hotel management companies. Consequently, a U.S. business visitor may plan his entire trip to Denmark through his local travel agent, including overseas and local transportation and lodging. Denmark is known as one of the safest places in the world. It has been spared natural disasters and crime rates are low. Even so, Denmark still has its share of pick-pockets and other potential unpleasantness, so common sense and a certain caution are always good traveling companions. Up-to-date travel information on Denmark, and all other countries, is available on the Department of State's website: <http://travel.state.gov>

If an American visitor plans to stay in Denmark for a period of more than three months, or if they have already been resident in Denmark or one of the other Scandinavian countries for the last nine months, he or she must apply for both residence and work permits before arriving in Denmark. This rule applies to all non-EU citizens. In the United States, applications may be submitted to the Royal Danish Embassy or one of its diplomatic missions located in a few larger U.S. cities.

Business travelers to Denmark seeking appointments with American Embassy Copenhagen officials should contact the Commercial Section in advance. The Commercial Section can be reached on telephone +45 3341 7315, or by fax at +45 3542 0175) or www.buyusa.gov/denmark

Visa Requirements

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American business visitors and tourists do not need visas if staying in Denmark for less than three months as Denmark is part of the U.S.' visa waiver program.

U.S. Companies that require travel of foreign businesspersons to the United States should be advised that security options are handled via an interagency process. Visa applicants should go to the following links.

State Department Visa Website: <http://travel.state.gov/visa/index.html>

United States Visas.gov: <http://www.unitedstatesvisas.gov/>

Embassy website with visa information: <http://denmark.usembassy.gov/>

Telecommunications

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Telecommunication services are also highly developed. Telephone systems provide first- class digital service, and several cellular system providers offer excellent European and worldwide mobile communications.

In Denmark, telephone numbers consist of eight digits. There are no area or city codes. If you are calling from outside Denmark, the eight digit number must be preceded by the country code 45, often written as +45 followed by the eight digit telephone number.

In Greenland, telephone numbers consist of six digits preceded by country code 299 if calling from abroad.

The Faroe Islands country code is 298 followed by a five digit telephone number.

Transportation

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The infrastructure is excellent everywhere, and all major islands and the peninsula of Jutland are inter-connected by a network of tunnels and bridges. The capital of Denmark is Copenhagen (1.3 million), which is also the center of government and business. It is located on the island of Zealand only 15 miles from Southern Sweden. In July 2000, Copenhagen became connected to Sweden by a ten-mile bridge/tunnel fixed link. Denmark's second largest city, Aarhus, is located on the Jutland peninsula, about three hour's drive by car from Copenhagen. Business visitors can also move easily from one part of the country to another by train or domestic airlines. There are 70,000 km of fine roads in Denmark (including 1,000 km of freeway) and a 3,000 km railway network. There are twelve civilian airports, plus the Copenhagen International Airport (Kastrup), which is a major international airport and serves as the Scandinavian hub for SAS (Scandinavian Airline System), consolidating travelers to the U.S. from other Scandinavian countries.

Copenhagen Airport was voted the world's second best airport in 2003 by the international airline organization IATA and the "Best in Europe" in 2005. The airport experienced some problems in 2006 and 2007 with security control delays through peak seasons, but new security gates have somehow reduced these problems. The city of Copenhagen also has a modern seaport catering to freight vessels as well as ocean cruise liners. A new metro underground system was inaugurated in May 2003. Copenhagen has also become one of the most popular points of departure for cruise liners in Europe. The Port of Copenhagen includes a free port (see above). Other major ports are at Esbjerg, Aalborg, Aarhus, and Fredericia. The port of Esbjerg is the center for offshore oil and gas activities in Denmark.

Language

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Virtually all Danes have a good working knowledge of English, and most Danish businesspeople speak English as their second language. Many also speak German and some French. Interpreters are rarely required.

Health

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A visitor to Denmark faces no special health risks, as the overall health conditions are excellent. No special inoculations are required. Any needed immunization is available in Copenhagen. Although Danish law is strict about commercial processing, cooking, handling, and serving of foods, consumers are advised to show caution when using eggs and preparing poultry, as salmonella bacteria has been found in these products. All milk and tap water is safe to drink.

Because Denmark is almost entirely surrounded by sea, it has a moderate, maritime climate. The average temperatures range from 32F in February to 62F in July. Temperatures vary slightly from day to night. Average annual rainfall is 24 inches. Days are short in winter, with about 5 hours of daylight in December and January. Daylight in summer lasts 16-18 hours on clear days.

Danish medical care is of high quality and is comparable to the medical care one finds throughout Western Europe. Diagnostic laboratories and specialists in all fields of medicine are available. Hospitals are well-equipped, and maternity hospitals and many clinics are available. Most doctors and dentists speak English.

The system for providing care in Denmark is different from that in the United States. Danish citizens and permanent residents of Denmark qualify for free hospitalization and medical treatment under the Danish National Health Service. However, medical treatment and hospital care, covered by the Danish National Health Service, may require referral from a general practitioner, which often creates long waiting periods. To avoid waiting time in these situations, patients may choose to seek medical and hospital care privately as paying patients.

Tourists do not qualify for treatment under the Danish National Health Service, except in cases of emergency. If, however, the medical facility determines that the emergency occurred as a result of a pre-existing condition, the tourist must be prepared to pay for all services received.

Most medicines are available locally. They may not, however, be the same brand names as those used in the United States and prices are generally the same price or lower than in the U.S. Tourists should bring a supply of the medicine that they know they will need. In case of emergency - ambulance - fire - police - dial 112.

Local Time, Business Hours, and Holidays

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Denmark is in the Central European Time Zone. Central European Standard Time (CET) is 1 hour ahead of Greenwich Mean Time (GMT+1). Like most states in Europe, Summer (Daylight-Saving) Time is observed in Denmark, where the time is shifted

forward by 1 hour; 2 hours ahead of Greenwich Mean Time (GMT+2). After the summer months the time in Denmark is shifted back by 1 hour to Central European Time (CET) or (GMT+1).

Normal business hours are from 9.00AM to 4.30PM

Local holidays 2009 & 2010:

Holidays (Danish)	2009	2010
New Year's Day (Nytårsdag)	January 1 (Thu)	January 1 (Fri)
Maundy Thursday (Skærtorsdag)	April 9 (Thui)	April 1 (Thui)
Good Friday (Langfredag)	April 10 (Fri)	April 2 (Fri)
Easter Monday (2. Påskedag)	April 13 (Mon)	April 5 (Mon)
Common Prayer Day (Store Bededag)	May 8 (Fri)	April 30 (Fri)
Ascension (Kristi Himmelfartsdag)	May 21 (Thu)	May 13 (Thu)
Whit Monday (2. Pinsedag)	June 1 (Mon)	May 24 (Mon)
Constitution Day (Grundlovsdag)	June 5 (Fri)	June 5 (Sat)
Christmas Eve (Juleaftensdag)	December 24 (Thu)	December 24 (Fri)
Christmas Day (Juledag / 1. juledag)	December 25 (Fri)	December 25 (Sat)
2nd Christmas Day (2. juledag)	December 26 (Sat)	December 26 (Sun)
Banks are closed (New Year's Eve)	December 31 (Thu)	December 31 (Fri)

Temporary Entry of Materials and Personal Belongings

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Temporary exemption from duty can be granted, for instance, to the following:

- Goods intended for public displays at exhibitions and fairs
- Commercial samples
- Professional tools and equipment

If the goods are put to unauthorized use or are not exported within the prescribed time they must go through normal customs clearance and become liable for relevant duties and taxes.

Please also see Chapter 5: [Trade Regulations and Standards – Temporary entry](#)

Web Resources

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U.S. Embassy in Denmark: <http://denmark.usembassy.gov/>

Danish Train Services www.dsb.dk

Copenhagen Airport www.cph.dk

Weather – www.dmi.dk

Danish Ministry of Foreign Affairs – www.um.dk

Denmark's official website – www.denmark.dk

Tourist in Denmark – www.visitdenmark.com

American Chamber of Commerce in Denmark – www.amcham.dk

Police - <http://www.politiet.dk/Indholdpaaengelsk/oversigtUK.htm>

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Chapter 9: Contacts, Market Research, and Trade Events

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- [Market Research](#)
- [Trade Events](#)

Contacts

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Note: Telephone country code for all of Denmark is 45. There are no city codes as such. All phone and fax numbers are 8-digit numbers.

Embassy of the United States of America

Address:

Dag Hammarskjölds Allé 24
DK-2100 Copenhagen
Denmark

Tel.: (+45) 3341 7100

After hours (+45) 3555 9270

Fax: (+45) 3543 0223

<http://denmark.usembassy.gov/>

U.S. Commercial Service

Tel.: (+45) 3341 7315

Fax: (+45) 3542 0175

e - mail: copenhagen.office.box@mail.doc.gov

<http://www.buyusa.gov/denmark>

U.S. Embassy Trade Personnel:

Mr. Frank Carrico, Regional Senior Commercial Officer (resident in Stockholm)

Mr. Bjarke Castberg Frederiksen, Head of Commercial Section

Ms. Sabina Krøigaard, Commercial Specialist

Mr. Peter Strandby, Commercial Specialist

Ms. Maria Norsk, Commercial Assistant

Office of Agricultural Affairs (FAS)

Dag Hammarskjölds Allé 24

DK 2100 Copenhagen O

Denmark

Tel.: (+45) 35 261081 (FAS direct line)

Fax: (+45) 35 430278 (FAS)

Mailing address for mail from the U.S.A.:

PSC 73

American Embassy
APO AE 09716

Danish Government Agencies

Ministry of Foreign Affairs
Asiatisk Plads 2
DK-1448 Copenhagen K
Tel: (+45) 33-920000
Fax: (+45) 31-540533
Web: www.um.dk

Ministry of Economic and Business Affairs
Slotsholmsgade 12
DK-1216 Copenhagen K
Tel: (+45) 33-923350
Fax: (+45) 33-123778
Web: www.oem.dk

Ministry of Food, Agriculture and Fisheries
Veterinary and Food Directorate
Moerkhoj Bygade 19
DK 2860 Soborg
Tel: (+45) 33-956000
Fax: (+45) 33-956001
Web: www.foedevaredirektoratet.dk

Central Customs and Tax Administration
Customs Center Copenhagen
Snorresgade 15
DK-2300 Copenhagen S
Tel: (+45) 32-887300
Fax: (+45) 32-951874
Web: www.toldskat.dk

Miljøstyrelsen (Danish Environmental Protection Agency)
Strandgade 29
DK-1401 Copenhagen K
Tel: (+45) 32-660100
Fax: (+45) 32-660479
Web: www.mst.dk

Patent- og Varemaerkestyrelsen (The Danish Patent Office)
Helgeshoj Alle 81
DK-2630 Taastrup
Tel: (+45) 43-508000
Fax: (+45) 43-508001
Web: www.dkpto.dk

Sundhedsstyrelsen (National Board of Health)

Amaliegade 13
DK-1256 Copenhagen K
Tel: (+45) 33-961601
Fax: (+45) 33-931636
Web: www.sst.dk

Laegemiddelstyrelsen (The Danish Medicines Agency)
Frederikssundvej 378
DK-2700 Bronshøj
Tel: (+45) 44-88-9111
FAX: (+45) 44-917373
Web: www.laegemiddelstyrelsen.dk; www.dkma.dk

IT & Telestyrelsen (National Telecom Agency)
Holsteinsgade 63
DK-2100 Copenhagen O
Tel: (+45) 35-430333
FAX: (+45) 35-431434
Web: www.itst.dk

Trade Associations/Chambers of Commerce

The American Chamber of Commerce in Denmark
Christians Brygge 28
DK-1559 Copenhagen V
Tel: (+45) 33-932932
Fax: (+45) 33-130517
Web: www.amcham.dk

The Danish Chamber of Commerce
Borsen
DK-1217 Copenhagen K
Tel: (+45) 33-950500
Fax: (+45) 33-325216
Web: www.commerce.dk

Confederation of Danish Industries
H.C. Andersens Boulevard 18
DK-1787 Copenhagen V
Tel: (+45) 33-773377
Fax: (+45) 33-773300
Web: www.di.dk

The Agricultural Council
Axeltorv 3
DK-1609 Copenhagen V
Tel: (+45) 33-145672
Fax: (+45) 33-149574
Web: www.landbrugsraadet.dk

Danish Franchise Association
Lyngbyvej 20
DK-2100 Copenhagen O
Tel: (+45) 39-158282
Fax: (+45) 39-158010
Web: www.dk-franchise.dk

Commercial Banks

Citibank International plc, Denmark Branch
Dagmarhus
H.C. Andersens Boulevard 12
DK-1553 Copenhagen V
Tel: (+45) 33-638383
Fax: (+45) 33-338333
Web: www.citigroup.com

Danske Bank A/S
Holmens Kanal 2-12
DK-1092 Copenhagen K
Tel: (+45) 39-440000
Fax: (+45) 39-185873
Web: www.danskebank.com

Nordea Bank A/S
Torvegade 2
DK-1786 Copenhagen V
Tel: (+45) 33-333333
Fax: (+45) 33-331212
Web: www.nordea.com

Jyske Bank A/S
Vestergade 8-16
DK-8600 Silkeborg
Tel: (+45) 89-222222
Fax: (+45) 89-222496
Web: www.jyskebank.dk

Washington-based U.S. Country Contacts

TPCC Trade Information Center
Washington DC
Tel: 1-800-USA-TRADE

Agricultural Export Services Div.
Foreign Agricultural Service (FAS)
U.S. Department of Agriculture
14th and Independence Ave, SW
Washington DC 20250-1000

Tel: (202) 720-7420
Fax: (202) 690-4374

U.S. Department of Commerce
Denmark Desk
Room H-3043
14th and Constitution Ave., NW
Washington, DC 20230
Tel: (202) 482-4414
Fax: (202) 482-2897

U.S.-based Multipliers Relevant for Denmark

Royal Danish Embassy in Washington
3200 Whitehaven Street, N.W.
Washington, D.C, 20008-3683
Tel.: (202) 234-4300
Fax.: (202) 328-1470
E-mail: wasamb@um.dk
Homepage: www.denmarkemb.org

Royal Danish Consulate General in Los Angeles
10877 Wilshire Blvd., Ste. 1105
Los Angeles, CA 90024
Tel: (310) 443-2090
Fax: (310) 443-2099
E-mail: info@danishconsulate.org
Homepage: www.danishconsulate.org

Royal Danish Consulate General in Chicago/
Trade Commission of Denmark
211 East Ontario, Suite 1800
Chicago, Illinois 60611-3242
Tel: (312) 787-8780
Fax: (312) 787-8744
E-mail: infodk@consulatedk.org
Homepage: www.consulatedk.org

Royal Danish Consulate General New York
825 Third Avenue
New York, NY 10022-7519
Tel: (212) 223-4545
Fax: (212) 754-1904
www.denmark.org

Danish American Chamber of Commerce
825 Third Avenue, 32nd Fl.
New York, NY 10022
Tel: (212) 980-6240
Fax: N/A

Danish Mission to the UN
One Dag Hammerskjold Plaza
885 Second Avenue, 18th Floor
New York, NY 10017
Tel: (212) 308-7009
Fax: (212) 308-3384
Email: denmark@un.int
Homepage: www.un.int/denmark

Danish-American Chamber of Commerce in New York
One Dag Hammerskjold Plaza
885 Second Avenue, 18th Floor
New York, NY 10017
Tel: (212) 980-6240
Email: jh@daccny.com
Web: www.daccny.com

Market Research

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To view market research reports produced by the U.S. Commercial Service please go to the following website: <http://www.export.gov/mrktresearch/index.asp> and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. citizens and U.S. companies. Registration to the site is required, but free of charge.

Trade Events

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Please click on the link below for information on upcoming trade events.

<http://www.export.gov/tradeevents/index.asp>

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Chapter 10: Guide to Our Services

The U.S. Commercial Service offers customized solutions to help your business enter and succeed in markets worldwide. Our global network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers

For more information on the services the U.S. Commercial Service offers U.S. businesses, please click on the link below.

http://www.buyusa.gov/denmark/en/business_partners.html

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U.S. exporters seeking general export information/assistance or country-specific commercial information should consult with their nearest **Export Assistance Center** or the **U.S. Department of Commerce's Trade Information Center** at **(800) USA-TRADE**, or go to the following website: <http://www.export.gov>

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.