



DENMARK

Population: 5.45 million
Capital: Copenhagen
Language: Danish, Faroese, German
Currency: Danish Crown
GDP per capita: \$36,363



WATER & WASTE WATER

Danish Drinking water is unique in its almost exclusive use of virgin groundwater for drinking water. For this reason extracted water requires minimal preparation before it is drinkable. User surveys show that the water supply satisfaction is very high, and just as Danes are concerned with the preservation of the clean groundwater reserves, the environmental awareness is high, and requirements for discharged ground water are relatively strict.

Overall the Danish water and waste water market is dominated by domestic suppliers which hold strong positions in the international market. This can be attributed to cooperation between public institutions and private firms, combined with an aggressive environmental policy that has helped push forward the Danish industry in the market. However, Denmark is very open to U.S. imports and if U.S. firms sell competitive products of high quality, they might benefit from entering the Danish market for water services. The Danish water sector itself is, however, a non-profit line of business. The total public expense used on waste water treatment is around USD 8,240 million.

WASTE & RECYCLING

Waste and recycling in Denmark has improved over the last couple of years, and the goal of 65 percent recycling of all waste in 2008 was reached already in 2006 with 70 percent of all waste being recycled. The total production of waste has increased, but the Danes has become better at recycling their garbage, and even though political goals where reached the focus on recycling is maintained. Denmark has reached the EU packaging directive for recycling of packaging materials including; glass, metal, paper, cardboard and wood, and with 20.3 percent in 2006 we are very close at reaching the 2008 goal of 22.5 percent recycling of plastic material.

REMEDIATION

Equipment/techniques for remediation of contaminated sites are high on the agenda, and a lot of effort is put into remediation of contaminated sites. There are currently 24,000 soil contaminated localities in Denmark (11,645 observed soil contamination, 11,295 observed soil contamination, but also knowledge about what activities that may have led to soil contamination). In 2007 there were 127 big contamination sites, where it will take more than DKK10 million to clean the localities. The main focus on remediation is at gas-stations, auto repair shops, electricity and gas supply, iron and metal industry, and waste sites.

INDOOR & OUTDOOR AIR POLLUTION

Several initiatives have been taken by the Danish government in recent years to reduce air pollution. It dates back to early 60s where air pollution was recognized as a threat to the national health. Several political initiatives have been taken, and the government imposes duties on non-environmentally products/industries, in order to contribute to clean air and a convergence of technologies being used. In recent years this focus from internal regulation has been switched to an EU focus on common regulations

on industrial companies, production of electricity and heat and the transport sector. Denmark complies with most of the limit values set by EU, except particles (PM10) and Nitrogen (NO2).

Regarding indoor climate the body of regulations is pretty well established, when new constructions are being build, they will have to comply to a whole set of rules and regulations in terms of indoor climate.

BEST PROSPECT SECTORS

A U.S. company that wants to enter the Danish market should be among the leaders in the industry and be able to offer cost-efficient and innovative products. A local representation or partnership with a Danish company is often important for success.

Besides traditional Danish companies dealing with wind power and sustainable energy a lot of green initiatives are taken place in all sectors – this year the political focus is even more on environmental initiatives as Denmark will host the UN climate summit COP15.

Sectors of recent focus are complete solutions for Green Buildings (carbon dioxide neutral houses, air pollution, sustainable energy etc.). Another sector is the sewer system as the climate experts' predictions of an increasing number of more powerful cloudbursts will put a strain on the current system. The sewers will flood more often, if nothing is done to counter the climate changes. For this reason, the sewer business and the municipalities are preparing to upgrade the sewer systems. Another movement in the industry is an increased focus on energy saving improvements. Both of these market trends can potentially lead to profits for American firms entering the Danish market for in high-quality equipment for use in new installations and for replacement of old equipment.

TRADE EVENTS

Copenmind

October 12th – October 14th, 2009
Location: Bellacenter, Copenhagen
Web: <http://www.copenmind.com>

BrightGreen

December 12th – December 13th, 2009
Location: Forum, Copenhagen
Web: <http://www.brightgreen.dk>

AVAILABLE MARKET RESEARCH

Water and Wastewater Treatment
Renewable Energy

CONTACT INFORMATION

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