

## NEW BUSINESS DELEGATION MISSION TO DENMARK



11 - 14 May 2020

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DISCOVER THE BUSINESS POSSIBILITIES FOR YOUR COMPANY IN DENMARK

## New Business Delegation Mission to Denmark

Denmark offers great opportunities for Dutch companies. Denmark is a country with a strong economy and the country offers opportunities in various market sectors. We have already surprised many companies by introducing them to the possibilities that Denmark offers for them - and moreover, Denmark is at a short distance from the Netherlands.

During the New Business Mission we put you in contact with potential partners through specific, tailor-made appointments, and we inform you about doing business in Denmark, the Danish culture, the knowledge sources in your market segment, etc.

We invite you to take part in this New Business Mission from 11 to 14 May 2020. Odense is the central location, where we will stay and from where you will depart to visit the companies, we will select for you.

If in doubt of the market options for your product, please contact us in advance. We offer to make a concise market space analysis, so that we will know for certain that there is a market for your company / products, if you consider participating in the mission. We will charge 300 euros excluding VAT for this concise market space analysis. Upon final participation, these costs are deducted from the participation fee.

There will be an intake interview with you in advance (by telephone or in person, depending on your wishes and complexity of your wishes) so we can provide you with maximum customization within the program. Drawing up a profile of the partner you are looking for is part of this. A fact sheet of your company will be elaborated for information to the companies, that we will approach, in the process of setting up meetings for you with potential leads.

Established with an office in Svendborg, we are active in Denmark, and we offer long-experience and great knowledge of the Danish market segments. Our Danish employees make initial contacts in the national language with the potential companies' contact persons, that are of interest for you to meet with.

For each participant we make individual agreements with potential partners and / or industry organizations so that you will benefit from good leads / contacts and market insight that you will achieve during the mission.

Before the visit to Denmark, you will receive information with a personal route plan and factsheets with relevant information about the companies of the appointments that have been made for you, so that you will have the possibility to prepare perfectly. After the mission, we are happy to advise you in any follow-up process to select the best partner.

The New Business Mission is offered for small companies (from 4 employees) up to large companies within all business sectors. We will match your company with the corresponding sector's potential leads for you in Denmark.

You will find the day program's in detail at the next pages.



## PROGRAM

11 - 14 May 2020

### Day 1 Monday - May 11<sup>th</sup>, 2020

Arrival day, on your own occasion. Approximately 7 hours travel by car from Deventer A1. Alternatively, flight to Billund or Copenhagen and from there by rental car to Odense. We will stay overnight and for dinners in Odense during the mission. You will need a car for the transfer to the meetings with the potential partners.

Evening: 6.30 pm "Meet and Greet" followed by a dinner with a program introduction by Ton Ton - CEO of Adenda International Business Connecting, who will guide the program and participant introductions.

### Day 2 Tuesday - May 12<sup>th</sup>, 2020

- We will start this morning with a meeting at the hotel focused on:
  - Info about the Danes and Danish culture
  - An introduction about doing business in Denmark including the most important Do's & Don'ts
  - Commercial communication tips
  - Q&A dialogue about doing business in Denmark

Presenters for this meeting are: Ton Ton, your Project Manager and Helle Fuglevig, our Office Manager in Denmark and Sr. Market Connector, who is responsible for our project activities in Denmark.

- After this meeting, you will visit companies / organizations that have indicated their interest in a dialogue with you about a possible business relationship / collaboration.

Return trip to the hotel to fresh up for a dinner in the city of Odense.

### Day 3 Wednesday - May 13<sup>th</sup>, 2020

- This whole day, you will visit companies / organizations that have indicated their interest in a dialogue with you about a possible business relationship / collaboration.
- If there is a free time in the program, we can make suggestions. It can be a visit to a project relevant company, a cultural visit, visit to a shopping centre / city visit. You can make your wishes by marking the boxes in the registration form.

We try to plan the visits to allow for a joint dinner this evening again and the overnight in the hotel in Odense.

### Day 4 Thursday - May 14<sup>th</sup>, 2020

After breakfast you will return to the Netherlands with lots of info about Denmark, how to do business in Denmark and possibly an image of a concrete and potential business partner. It is possible that in some cases an appointment will be scheduled on the return route between Odense and the border / the airport.

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Dates: from May 11<sup>th</sup> until May 14<sup>th</sup>, 2020.

If interested, please register in time, because the number of participants / companies that can participate is limited.

- Including: individual visits to companies / organizations selected for you, based on a partner profile setup in collaboration with you. The number of appointments for meetings depends on the possibilities. But our purpose is organizing 3 meetings for each project participant.
- Including: making an A4 introduction sheet about your company, for the Danish companies and people you are going to meet.
- During the meetings with the companies and / or institutions the business language is English.
- The journey forth and back: on your own occasion, cost and responsibility. Approximately 7 hours travel by car from Deventer A1 or flight to Billund from Amsterdam or to Copenhagen from Amsterdam, Groningen or Düsseldorf and from there by rental car to Odense. We recommend booking a flight ticket or otherwise always a refundable (includes cancellation option) or separately take out a cancellation insurance in case you want or must change the travel method or cancel complete for whatever reason.
- Maximum number of participants per company: 2
- Participation fee: € 3,900 per person, excluding 21% VAT.
- Including: an extensive briefing about "Doing business in Denmark", 3 nights + breakfast in a 3 or 4 star hotel, 2 lunch boxes, 3 dinners, refreshments that are offered during the meeting and dinners.
- Including the book "IETS, why top sellers are top sellers" and the book "What we can learn from the Scandinavians". Both in Dutch.
- The content of the program can still be adjusted in the interest of quality and / or current (im)possibilities or otherwise. Your interests and the quality of the program will always be guaranteed.

You can register on the special page on the website [www.adenda-export.com](http://www.adenda-export.com). Or by a call over the telephone numbers you see below.

After registration you will receive a confirmation and in time for executing the program access to a digital project folder with info as: directions, hotel info, To-Think-Of info, etc.

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## Doing business in Denmark, at a glance

Denmark is a country that offers many advantages as an export destination. The country is close to the Netherlands. It is a well-organized and highly developed market (5.6 million inhabitants) with a high spending power. It is a modern country that focuses strongly on innovation. Denmark does not use the euro, but the Danish krone is linked to the euro; it is therefore also possible to invoice in euros without there being any question of exchange losses.

Danes have a great respect for Dutch international business successes and on average find us pleasant business partners.

The Danes are in many respects like the Dutch. Our directness, which stands in our way in many countries, still poses the least problems for Danes because they themselves can be direct too (most direct of the Scandinavian countries). We also share many norms and values. Denmark has been the least corrupt country in the world for years and there are relatively few cultural differences. It is characteristic that culture and cultural expressions are more important for the Danes than for the Dutch. Respectfully dealing with this is very important. Doing business is usually easy because people speaks English well, have a similar sense of humour and stick to agreements made.

There are a few important aspects to take into account for Dutch people who want to become successful in Denmark in business terms. The open way of doing business in Denmark and the Scandinavian consultation structure - consensus culture is an important example of this. Although it is strongest in Sweden, this is also very recognizable in Denmark. This consensus decision-making structure often leads to longer decision-making processes than we are used to. Patience and respect for this is the only way to come to your objectives. It is also important to realize that it often takes a while for the sales to really start. Maintaining good contact with the new export partner in the period between decision-making and the first orders is very important. Any training and mutual company visits fit perfect with this period.

Danes are very reliable in complying agreements and orders usually come, although it will often not be immediately the 'next week'. The Dutch does not always take this into account and Dutch business people are often seen as 'speedy guys', professional, with good products and services, but .....with little patience.

During the briefing in Denmark, we will discuss in detail "Doing Business in Denmark" so that you can look forward to the planned discussions, well prepared.

Also, on the special project page on our website you will find links to interesting information.

