



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
Invest in Denmark

VISITING PROGRAMME

WELCOME TO DK FOOD WEEK

A five-course menu of food innovation activities

4-6 September 2019



WELCOME TO DENMARK - AND DK FOOD WEEK

Denmark is world leading within food and innovation, whether it comes to food production, food equipment or ingredients. The Danish food cluster is known for its close and trusted relationships throughout the value chain – which has earned the Danish food industry its good reputation for delivering strong solutions, high quality products and close collaborations. Doing business with the Danish food cluster, you become a part of tomorrow's opportunities and solutions.

Once a year, the Danish food industry come together for a whole week to network, share information, exchange new ideas, discuss trends, opportunities and challenges – and to get a taste of Denmark.

This trip is your chance to tap into this unique eco-system of start-ups, established corporates, organizations and universities that together make the Danish food cluster.

Joining **DK Food Week** will allow you to:

- Get a unique look into the Danish start-up environment
- Discover the latest entrepreneurial ideas of the Danish food cluster
- Meet Europe's leading innovative entrepreneurs and
- Network with international corporates and investors as well as large Danish corporates

On top of that, we will - based on your corporate strategy and your ideas and wishes - set up individual meetings for you with start-ups, corporates, researchers and/or organizations. The aim of such meetings is for you to:

- Gain new knowledge on trends, technology, research and development
- Expand your international network
- Pave the way for new partnerships to support and increase your corporate innovation

We hope your visit will provide the insights you need to build a strong business case for your potential investment in Denmark.

Invest in Denmark is the official investment promotion agency within the Ministry of Foreign Affairs of Denmark. We are a one-stop service for foreign companies looking to set up or expand business or research activities in Denmark. Our specialised global staff have the corporate background, industry insight and well-connected networks to advise you on every aspect of doing business in Denmark. Not just when you establish your activities, but also as your business grows. Our services are free of charge and with full confidentiality guaranteed.

We look forward to welcoming you to Denmark – and DK Food Week.

Best regards,



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PROGRAMME

DAY 1

WEDNESDAY 4 SEPTEMBER:

WELCOME AND INTRODUCTION TO DK FOOD WEEK

Time	Meeting	Location
15:00	<p>WELCOME TO DENMARK AND DK FOOD WEEK</p> <p><i>By Katrine Dalsgaard Skovly, Invest in Denmark</i></p> <p>We will start your tour of DK Food Week off with mutual introductions in the group and a review of the program for the coming days.</p> <p>This will be followed by an introduction to the past and present Danish food industry as well as insights into the unique Triple Helix model of collaboration and knowledge sharing between companies, universities and authorities in Denmark.</p>	Agro Food Park 8200 Aarhus N
16:00	<p>INTRODUCTION TO AGRO FOOD PARK</p> <p><i>By Anne-Marie Hansen, CEO of Agro Food Park</i></p> <p>Anne-Marie Hansen will introduce you to Agro Food Park - the leading innovation and growth center for food in Denmark – and show you why Denmark and Agro Food Park is the place to be if you want to develop your ideas, company, innovative capacity and network within the food industry.</p> <p>At Agro Food Park, the products of tomorrow are created by innovative companies and research institutions coming together in fruitful collaboration.</p> <p>www.agrofoodpark.com</p>	Agro Food Park 8200 Aarhus N
16:30	<p>EXCLUSIVE PRESENTATION BY DANISH FOOD CLUSTER</p> <p><i>By Lone Ryg Olsen, CEO of Danish Food Cluster</i></p> <p>At this exclusive event, Lone Ryg Olsen will share with you the latest insight into the world-leading highly innovative food industry of Denmark and let you know the latest trends within the business.</p> <p>At the presentation, Danish Food Cluster will also talk about its work to maximise innovation within the Danish food industry by building a world-class community of knowledge providers, talent, investors, and companies and its dedication to creating opportunities for networking, interaction, branding, and increased international visibility for its members.</p> <p>Danish Food Cluster is a member-based organization whose members present more than 75% of food industry turnover in Denmark and cover the entire value chain.</p> <p>www.danishfoodcluster.dk</p>	Agro Food Park 8200 Aarhus N
17:45	<p>WELCOME to all participant of European Food Venture Forum</p> <p><i>By the City of Aarhus</i></p>	Njord Gin Kalkværksvej 2 8000 Aarhus

To Jacob Bundsgaard, Mayor of Aarhus, it is crucial that Aarhus is a city that is open to foreign companies and not least foreign employees wishing to work and live in Aarhus. The City of Aarhus works hard to provide easy access to Aarhus for companies as well as people and is highly focused on supporting the Danish food industry in becoming a global "lighthouse".

<https://jyskebank.tv/fra-adidas-til-arla-cfo-natalie-knight-om-aarhus>

18:00	KEYNOTE SPEECH	Njord Gin Kalkværksvej 2 8000 Aarhus
	<i>By Lars Tøke Graugaard and Troels Præst Andersen, Founders and Directors of Njord Gin</i>	
	"The journey of starting Denmark's one and only dedicated gin distillery and why open innovation and continuous dialogue with engaged gin lovers and experts is vital in our development".	
	www.njordgin.com/	

18:30	NETWORKING COCKTAILS	Njord Gin Kalkværksvej 2 8000 Aarhus
	Providing the perfect opportunity for all participants of European Food Venture Forum, start-ups as well as corporates, to network	

19:00	YOUR OWN TIME IN AARHUS	
	Hungry for some Danish "smørrebrød"? Or perhaps a quick meal at Aarhus Streetfood – or even just a Danish hotdog?	
	You can also opt for one of Aarhus' four Michelin star restaurants Frederikshøj, Gastromé, Substans or Domestic.	
	www.aarhusstreetfood.com	
	https://frederikshoj.com/en/f/	
	https://gastrome.dk/en/	
	https://www.restaurantsubstans.dk/	
	http://www.restaurantdomestic.dk/	

DAY 2 THURSDAY 5 SEPTEMBER: EUROPEAN FOOD VENTURE FORUM

Time	Meeting	Location
8:30	OPENING OF AND WELCOME TO EUROPEAN FOOD VENTURE FORUM	Ernst & Young Værkmestergade 25 8000 Aarhus C
	European Food Venture Forum offers a unique platform for food start-ups, corporates, and international investors to exchange knowledge and build lasting business co-operations.	
	https://www.techtour.com/events/2019/9/event-european-food-venture-forum-2019.html?pagelId=3065769	
9:00	KEYNOTE SPEECH	Ernst & Young Værkmestergade 25 8000 Aarhus C
	<i>By Jakob Bernhard Knudsen, Senior Vice President Arla Foods</i>	

Arla's innovation strategy: "How we see the future of dairy & sustainability and some words on how we co-operate with start-ups/open innovation"

<https://www.arla.com/company/research-and-innovation/>

10:00	<p>COMPANY PRESENTATIONS</p> <p>30 of Europe's leading and most innovative companies have been selected to present at the European Food Venture Forum and an expert jury will assess each of them based on their business potential, technology merit, competitive position, investment interest and team experience.</p> <p>You will be part of the international audience in front of which all selected companies will present their business case, providing ample opportunity for you to reach out to interesting entrepreneurs.</p> <p>https://www.techtour.com/events/2019/9/event-european-food-venture-forum-2019.html?pagelid=3065769</p>	Ernst & Young Værkmestergade 25 8000 Aarhus C
11:30	<p>NETWORKING LUNCH AND ONE-TO-ONE MEETINGS</p> <p>This is your opportunity to talk to any of the participants at the event as well as have pre-set meetings with companies of your choice.</p> <p>Invest in Denmark will assist you in booking meetings in advance – also with companies or other relevant partners not being part of the European Food Venture Forum.</p>	Ernst & Young Værkmestergade 25 8000 Aarhus C
13:00	<p>COMPANY PRESENTATIONS - CONTINUED</p>	Ernst & Young Værkmestergade 25 8000 Aarhus C
14:30	<p>COFFEE BREAK AND ONE-TO-ONE MEETINGS</p>	Ernst & Young Værkmestergade 25 8000 Aarhus C
15:00	<p>COMPANY PRESENTATIONS - CONTINUED</p>	Ernst & Young Værkmestergade 25 8000 Aarhus C
18:00	<p>NETWORKING DINNER</p> <p>An exclusive and by-invitation-only event hosted by Invest in Denmark, Danish Food Cluster and the City of Aarhus.</p> <p>The guest list will include start-ups participating on the EIT Innovation Prize, representatives from EIT Innovation Prize, international investors and corporates working with Danish Food Cluster, management from the Food Department of Aarhus University as well as representatives from the City of Aarhus.</p>	Aarhus City Hall Rådhuspladsen 2 8000 Aarhus C

DAY 3 **FRIDAY 6 SEPTEMBER: EIT INNOVATION PRIZES, CORPORATE INNOVATION AND ONE-TO-ONE MEETINGS**

Time	Meeting	Location
9:00	EIT INNOVATION PRIZE	Aarhus Food Festival Tangkrogen

EIT Innovation Prize is the largest startup pitch competition in Europe within the agrifood vertical. Marselisborg Havnevej 2
8000 Aarhus C

Up to 10 early stage start-ups have been selected from a pool of applicants for the opportunity to pitch their company to a carefully selected jury consisting of leading industry experts, for the chance to win 10,000 euro.

This is a key event for you to meet Europe's leading start-ups and the Danish ecosystem and be part of the interaction between international investors, corporates and entrepreneurs to form new partnerships.

<https://www.eitfood.eu/programmes/innovationprizes>

12:00

CORPORATE INNOVATION

Corporate Innovation is where innovative corporates connect with the start-up environment and get inspiration for innovation through building bridge between small and big.

You will learn from other corporates sharing insights on their successful corporate innovation, be inspired as to how partnerships can take form, network with other corporates and leading start-ups and potentially establish new partnerships for innovation.

<https://danishfoodcluster.dk/event/get-success-with-corporate-innovation-2/>

Aarhus Food Festival
Tangkrogen
Marselisborg Havnevej 2
8000 Aarhus C

15:00

TOUR OF AARHUS FOOD FESTIVAL

Every year in September, Aarhus Food Festival welcomes more than 30,000 visitors to the largest food event in Northern Europe. The festival is packed with a variety of events and strives to combine innovation and interaction with the audiences.

<https://www.foodfestival.dk/en/>

Aarhus Food Festival
Tangkrogen
Marselisborg Havnevej 2
8000 Aarhus C

FACTS AND FIGURES ON DENMARK

MARKET POTENTIAL

Located in the Nordics, between the North Sea and the Baltic Sea, Denmark is home to 5.7 million citizens. The Nordic region, covering Denmark, Sweden, Finland and Norway is home to over 25 million people.

WORK-LIFE BALANCE

Denmark is known as a country that values equality, wellbeing and cooperation, where transparency is high and corruption low. Everyday life is a balanced mix of time at work and time with the family, supported by an efficient welfare state that ensures free health care and education.

BUSINESS CLIMATE

Our business climate is repeatedly hailed the best in Europe. Not only is it easy, efficient and profitable to do business here. Denmark also offers highly skilled employees with excellent language skills and a famously flexible labour market.

THE IDEAL CHOICE

These are just some of the reasons why many companies choose to invest in Denmark and make it the location of their European or Nordic headquarters.

We look forward to showing you all the rest.

LOCATION IN EUROPE



BIG CITIES AND MOTORWAYS IN DENMARK



FACTS ON DENMARK

Gateway to the Nordics

Four international airports serve tourism, business and cargo. Copenhagen Airport has direct international routes to more than 177 destinations, making it by far the largest airport and logistics hub in the Nordics.

One of the most flexible labour markets in the world

IMD (2018)

16

Universities and schools of higher education

US \$ 56,307

Per capita GDP (2017)

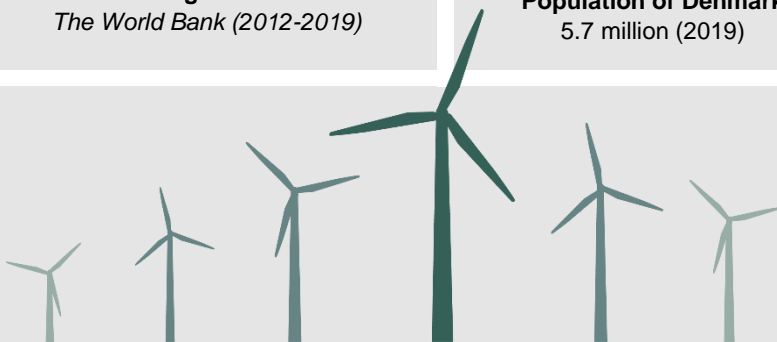
Corporate tax level of 22%



Population of Denmark
5.7 million (2019)

#1 in Europe for ease of doing business

The World Bank (2012-2019)



Denmark aims to be powered entirely by renewable sources by 2050



Language

9 out of 10 people speak English and 5 out of 10 speak German.

Strong Infrastructure

Denmark has a strong infrastructure, including four international airports, seaports, bridges and an integrated railway system. Together, they enable easy distribution of goods and services to the Nordic markets.

DOS AND DON'TS IN DENMARK

Dos

- Be brief and on time**
 In Denmark, meetings are kept short and to the point. Danes prefer to get down to business immediately, so there is little time for small talk. Punctuality is essential to give a good impression.
- Greet by first name**
 In Denmark, it is common practice to greet people in a casual way using first names. Handshakes are fairly firm and accompanied by direct eye contact and a smile.
- Be open and honest**
 Denmark is a country of direct communication, where direct and open statements are not considered impolite. Do not be surprised when Danish people express their opinions frankly or dress less formal than in other countries.

Don'ts

- Do not brag**
 Do not boast about personal achievements. Danes are reserved and modest people who do not appreciate bragging.
- No hidden agenda**
 In Denmark, it is a good idea to put your cards on the table. Your Danish-speaking partners will do the same. Transparency is a highly valued cornerstone of the Danish culture.
- Do not insist on regulating all the details**
 Danes trust their business partners. They believe that any unforeseen problem can be resolved in a reasonable way. So, do not insist too much on regulating every part of a deal.