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Denmark

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Doing Business in Denmark

Market Overview

- Denmark is a constitutional monarchy which shares a southern border with Germany and is connected by bridge to southern Sweden. With a total area of 43,096 km.sq (16,640 mi.sq), it is slightly smaller than Vermont and New Hampshire combined. The total population in 2017 was 5.7 million people. The country has been a member of the European Union (EU) since 1973.
- 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.
- The economy displays a number of strengths. The "flexicurity" system helps adjust to shocks while limiting the social cost of unemployment and the risk that it could become entrenched. The social welfare system ensures low poverty and low inequality.
- Denmark's fiscal position is relatively sound, recovering well from the global financial crisis. Denmark entered the crisis in a strong position and the budget deficit remained moderate both compared to Denmark's past experience and to other OECD countries. Thus, it has been able to maintain a sizable current account balance and bring the budget surplus up to 1.0% of GDP in 2017.
- Although GDP per capita has still not entirely caught up with pre-crisis levels, Denmark has achieved and is projected to maintain strong economic growth in 2018 and 2019, aided by rising private consumption and foreign demand.
- Denmark's standard of living is among the highest in the world with a GDP per capita of USD 50,564 in 2017.
- Denmark is a firm advocate of liberal trade and investment policies and actively encourages foreign investment.
- There are more than 550 American subsidiaries established in Denmark and a strong American Chamber of Commerce with approximately 282 members. The American Chamber of Commerce in Denmark has recently been merged with Danish American Business Forum, which partly explains the recent growth in members.
- Political and commercial relations with the United States are excellent. The United States is Denmark's largest trading partner outside the EU, with almost a 10% share of total Danish export.
- 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.
- Imports of goods and services in Denmark, % of GDP (46.8%) in 2016 (Source: Statistics Denmark)
    - Goods (% of total): 28.3 %
        - Main Imports (% of total goods import)
            - Machinery (excl. transport equipment): 22.8%

            - Manufactured goods and articles: 32.0%
            - Live animals, food, beverages and tobacco: 13.8%
            - Chemicals and related products: 12.5%
    - Services (% of total): 18.5%
        - Main imports (% of total service import)
            - Sea transport: 36.3%
            - Travels: 16.5%
            - Telecommunications, computer and information services: 7.0%
            - Air transport: 5.2%
- American-owned firms play an important role in Denmark. The largest share of U.S. investments go to the software, information, and communications sectors. American firms are also notably present in business and financial services, pharmaceuticals, and offshore oil and gas exploration and production.
- The four main Nordics - Denmark, Finland, Norway, and Sweden – are advanced, high income, and highly connected countries. While each country has their own unique market and characteristics, there are certain synergies that tie together these highly innovative marketplaces. With an aggregate GDP of 1.69 USD trillion and combined population just shy of 26 million people, the Nordics are of genuine interest to a number of U.S. companies with products, technologies and services that are appropriate.

Market Challenges

- Even though Danish consumers are seen as early adopters of certain products, primarily hi-tech products, a majority are also 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 (22% in 2018).
- Denmark has decided not to participate in the Euro, but the Danish Krone is pegged to the Euro with a very narrow band (2.25%) 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

- 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, big data, 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 as more than 350,000 Danes visit the United States each year.

Market Entry Strategy

- U.S. exporters seeking general export information and assistance or country-specific commercial information should consult 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://export.gov/denmark/.

Market Fact Sheet

- Market Fact Sheet on Denmark

Special Appendix on Greenland

- **Key Figures**

GDP	DKK 14,938.5 million (2015)
GDP - real growth rate	1.7% (2014-2015)
Labor force	26,844 permanent residents, aged 18-64 (monthly average 2015)
Industries	Fish processing (mainly prawns and Greenland halibut), handicrafts, hides and skins, small shipyards, mining
Agriculture products	Sheep, cows, reindeer, fish
Exports	DKK 3,764 million (2017)
Export commodities	Provisions and livestock 88.4%
Export partners	Denmark, EU
Imports	DKK 4,653.5 million (2017)
Import commodities	Machinery and transport equipment, manufactured goods provisions and livestock petroleum products
Import partners	EU (primarily Denmark and Sweden),

Economic aid	DKK 3,682.3 (2016) and DKK 3,722.4 (2017) million in subsidies

Main source: Greenland in figures and Statbank Greenland

- Greenland is the world's largest island, containing an area of 2,166,086 km^2. Of this area, 410,449 km^2, or approximately 19 % of the island, is free of ice. The climate in Greenland is primarily artic, meaning that the temperature does not exceed +10ºC even during the warmest months of the year. Greenland has a population of 55,860 (Jan. 2017) with 17,600 (Feb. 2017) living in the capital of Nuuk. Other important cities include Ilulissat, Kangerlussuaq, Sisimiut, and Qaqortoq, all of which are located on the western coast of the island. However, no roads or railways connect towns inside Greenland; therefore, transportation must be accomplished by air or sea. Despite the limitations on ground transportation, the island has a fairly sophisticated sea network that is principally managed through concession by the Royal Arctic Line (RAL).
- RAL transport and cargo vessels share ports with one of the most modern fishing fleets in the world today. Currently, seafood is the primary export industry in Greenland, comprising over 90% of the exports from the island. However, the mineral and petroleum industries are poised to become the dominant industries in Greenland as prospecting, exploration, and exploitation licenses have increased exponentially over the last decade despite a global economic slowdown.
- **Political Environment**
    - Greenland has previously been a Danish colony and a constituent of the Danish Realm. Beginning in 1979, the island became the Home Rule of Greenland. This system transferred much of the Denmark's political responsibility to Greenlandic authorities. Among the powers transferred during this time were legislative and executive functions. Furthermore, Greenland assumed responsibility for an increasingly large number of administrative and financial powers during the 1980s and 1990s. During this period, the Home Rule of Greenland was supported by its own taxes and duties in addition to a large block grant from the Danish government.
    - The island gained further autonomy on June 21, 2009 when the government changed its status from home rule to self-government under the Danish Realm. On this date (Greenland's national day), the Greenlandic government assumed control over a number of key areas, including the authority of the nascent mineral and oil industries, as well as any revenues thereof. In addition to still receiving the block grant from the Danish government, Greenland currently relies on Denmark for a variety of sovereign functions including foreign policy, defense, and the justice system.
    - The current representative government of Greenland is centered on the Landsting, an elected body of thirty-one members for a maximum term of four years. The Landsting embodies the supreme legislature of Greenland. The administrative arm of the national government is comprised of a cabinet of five to eight members elected by the Landsting. At the local level, the country is divided into four municipalities with elected governments discharging local political functions.
- **The Economy**

- The economy remains critically dependent on exports of shrimp and fish, income from resource exploration and extraction, and a substantial subsidy from the Danish Government. In 2016, Greenland received a subsidy of DKK 3,682.3 million, which is more than 35% of Greenland's annual government expenditure. The public sector, including publicly owned enterprises and municipalities, plays a dominant role in Greenland's economy.
- The Greenlandic economy has benefited from increasing catches and exports of shrimp, Greenland halibut and, more recently, crabs. Due to Greenland's continued dependence on exports of fish - which accounted for 75% of exports in 2016 - the economy remains very sensitive to foreign developments. International consortia are increasingly active in exploring for hydrocarbon resources off Greenland's western coast, and international studies indicate the potential for oil and gas fields in northern and northeastern Greenland.
- Within the area of mining, olivine sand continues to be produced and gold production has resumed in south Greenland, while rare-earth and iron ore mineral projects have been proposed or planned elsewhere on the island. Tourism also offers another avenue of economic growth for Greenland with increasing numbers of cruise lines now operating in Greenland's western and southern waters during the peak summer tourism season.

- **Forms of Business**
  - There are a variety of business entities that can be established in Greenland to meet the needs of various operations. Among the more important business forms are the public limited company (aktieselskab or A/S); the private limited company (anpartsselskab or ApS); and the branch office (filial).
  - The Companies Act establishes the applicable regulations for both subsidiary corporations and registered branch offices. Joint ventures are also a possible form of doing business and can be achieved either through partnerships or joint shareholding of a corporation. However, it is important to note that partnerships are not defined by law, and it is therefore necessary to define the relationship in the agreement between the two parties.
  - Both A/S and ApS entities are limited liability forms of business, with shareholder liability limited only to invested capital. Formation of both types of companies must be accompanied by registration with the Danish Commerce and Companies Agency (DCCA). In addition, all forms of business must register with the Greenland Business Register (GER) and thereafter with the employer registration system if the entity wishes to employ staff. Before registration with the DCCA, any enterprise is not considered an independent entity, exposing the founders to personal liability for company activities. Oftentimes, companies wishing to do business immediately will circumvent the corporate founding process and purchase shares in a "shelf company," a registered company that has not carried out activities in its existence. The purchasing company then amends the articles of the shelf company to conform to the needs of the operation.

- The two main differences that arise between A/S and ApS corporate models pertain to the requirements for share capital and founding members. A/S corporations require share capital of at least DKK 500,000 before being registered. This capital must be contributed either in cash or in kind. Asset contributions in kind must undergo a valuation report, typically prepared by a state authorized public accountant. In contrast, an ApS corporation requires only DKK 50,000 paid in a similar fashion. While an ApS does not have the option to hold its own shares, an A/S can hold up to 10% of its shares.
- An A/S company requires at least one founder to be a resident of Greenland. These requirements can be met by a founder being a legal entity of Greenland. Additionally, the Ministry of Economic and Business can grant exceptions for the residency requirement. ApS companies necessitate at least one founding member but these members are not subject to a residency requirement.
- Companies with lawfully registered home offices in the EU, the Nordic Countries, the U.S., or Canada have the option to establish a registered branch office in Greenland. These enterprises are entitled to carry out the business activities within the purview of the home office and must do so over a certain period of time. Conversely to A/S and ApS corporate models, home offices retain unlimited liability for the debts of branch offices as they are not considered to be an independent legal entity. Additionally, registered branch offices require registration with both the DCCA and the GER.
- While branch offices are not subject to capital requirements, there are certain resident requirements for office managers. The branch office manager must be a resident of Greenland and any non-Greenland resident that wishes to be appointed manager must apply to the Government of Greenland before appointment.

- **Taxes**
  - The corporate tax rate is 30%, which is levied against both resident corporations and registered branch offices. Capital gains are also subject to taxation. Taxable income is computed as profit and is disclosed in the required annual report which has been adjusted to meet the applicable tax laws.
  - Profit distributions (dividends) for Greenlandic companies are levied at the personal income tax rate of the municipality in which the distributing company is registered. Currently the range of municipal income taxes varies from 36% to 44%. Again, an exception is made for those companies holding an exploitation license under the Mineral Resources Act; these companies are charged 37% on dividends regardless of physical location. Registered branch offices can remit profits to the foreign head office without paying withholding taxes to Greenland. Subject to approval, companies are eligible to deduct dividends paid from taxable income during the year of distribution.
  - Greenland has no VAT system but does maintain import duties on a variety of products such as motor vehicles, cigarettes, and alcohol. Additionally, products involved in the production of energy are levied with an environmental tax. As previously mentioned, the level of individual income tax varies by municipality;

however, there is a nationwide AMA scheme requiring a contribution of 0.9% of payroll for post-education.

- **Employment**
    - When sending employees to Greenland it is often required that these employees receive work and residence permits. Permission to employ foreign employees is granted by local employment offices. These offices differentiate between unskilled labor and skilled specialists when making their determinations. Generally, only Scandinavian workers are automatically afforded the right to work and reside in Greenland without further permits. Special attention should be paid to situations involving branch office managers and founders of corporations, which are usually required to be citizens of Greenland.
    - Typically, those individuals who obtain a permanent address or stay in Greenland for a period longer than six months are liable for unlimited taxation on their income. Individuals working in Greenland not meeting these characteristics may still be liable for limited tax liability.
- **Mining and Petroleum Industries**
    - One of the more substantial changes made in the transition from home rule to self-government was the transfer of mineral and petroleum resource management. Due to the vital nature of these industries to Greenland's future, it was important for control of these fields to be among the first transferred to the new government in order for the transition to be significant. This reallocation involved handing over the Bureau of Minerals and Petroleum (BMP) to the Government of Greenland.
    - The BMP is working to improve the framework for mineral and petroleum exploration and exploitation in order to create a successful industry enjoying a healthy working relationship with the people of Greenland. The BMP is responsible for processing all the relevant licenses needed to operate within the mineral and petroleum industries. There is general political consensus that Greenland should move to make these the primary industries of the island in order to promote the economy, create jobs, and wean the Government's dependency on Danish grants. This push has been successful as active prospecting, exploration, and exploitation licenses increased in both petroleum and minerals during the first decade of the millennium, and in some cases over fivefold.
    - To handle this uptick in of interest in mineral and petroleum exploitation, the new self-government of Greenland enacted the Mineral Resources Act to control the future of these industries. The Act is meant to create a unified approach to the manner in which the petroleum and mineral industries are managed, touching on topics as diverse as environmental concerns, technical requirements, and economic issues. Under the Act, enterprises that wish to explore and exploit within these industries are required to meet special requirements and criteria. For example, while branch offices are eligible to explore for minerals and petroleum, the shift from exploration to exploitation requires an exploitation license that can only be granted to Greenlandic-registered companies. Additionally, corporations and

branches under the Mineral Resources Act are subject to special, sometimes favorable, taxation regimes.

- **Key Links:**
  - Government of Greenland - http://uk.nanoq.gl/
  - Greenland Official Tourism site - http://www.greenland.com/en/
  - Sermersooq Business Council (Nuuk) - http://www.business.gl/en/
  - Bureau of Minerals and Petroleum - http://www.bmp.gl/
  - The Employers' Association of Greenland - http://www.ga.gl/tabid/1264/language/da-DK/Default.aspx
  - Danish Ministry of Foreign Affairs background on Greenland - http://www.netpublikationer.dk/um/10180/html/chapter01.htm
  - Greenland in figures - http://naalakkersuisut.gl/~/media/Nanoq/Files/Attached%20Files/Engelske-tekster/Publications/Greenland%20in%20Figures%202016.pPolitical Environment

Political Environment

Political 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

Selling US Products & Services

Using an Agent to Sell US Products and Services

- Today's modern communications technologies 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. When 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 EU laws 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. 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. It also establishes the notice to be given and indemnity or compensation to be paid to the agent. U.S. companies should be particularly aware that according to the Directive, parties may not derogate from 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.
- **Key Link:** Self Employed Commercial Agents
- The European Commission's Directorate General for Competition enforces legislation concerned with the effects on competition in the internal market of "vertical agreements." U.S. small- and medium-sized companies (SMEs) are often exempt from these regulations because their agreements likely would qualify as "agreements of minor importance," meaning they are considered incapable of impacting competition at the EU level but useful for cooperation between SMEs. Generally speaking, companies with fewer than 250 employees and an annual turnover of less than €50 million are considered small- and medium-sized. The EU has additionally indicated agreements that affect less than 10 percent of a particular market are generally exempt (Commission Notice 2014/C 291/01).
- **Key Link:** European Law
- The EU also looks to combat payment delays. Directive 2011/7/EU covers all commercial transactions within the EU, whether in the public or private sector, primarily dealing with the consequences of late payment. Transactions with consumers, however, do not fall

within the scope of this Directive. Directive 2011/7/EU entitles a seller who does not receive payment for goods and/or services within 30 days of the payment deadline to collect interest (at a rate of eight percent above the European Central Bank rate) as well as 40 Euro as compensation for recovery of costs. For business-to-business transactions a 60-day period may be negotiated subject to conditions. The seller may also retain the title to goods until payment is completed and may claim full compensation for all recovery costs.

- **Key Link:** Late Payments
- Companies' agents and distributors can take advantage of the European Ombudsman when victim of inefficient management by an EU institution or body. Complaints can be made to the European Ombudsman only by businesses and other bodies with registered offices in the EU. The Ombudsman can act upon these complaints by investigating cases in which EU institutions fail to act in accordance with the law, fail to respect the principles of good administration, or violate fundamental rights. In addition, SOLVIT, a network of national centers, offers online assistance to citizens and businesses who encounter problems with transactions within the borders of the single market.
- **Key Links:**
    - European Ombudsman
    - EU Solvit

Establishing an Office

- Establishing an office in Europe, whether a subsidiary or a new business, requires knowledge of the relevant national legislations in the country of interest.
- While there are a number of EU level policies in effect, many key areas such as taxation are still largely a member state prerogative.
- The European Commission manages the Your Europe website where investors can find useful information on various topics ranging from taxation and customs to employment contracts.
- For further information on this topic please consult the Commerce Department's Country Commercial Guides on EU Member States: EU Member States' Country Commercial Guides
- Alternatively, search the Commerce Department's Market Research Library
- 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

- 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, KFC, and 7-Eleven. Franchising is also common outside the quick-service 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 the 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. For more information, please see their website: http://www.franchisedanmark.org/.

- U.S. businesses looking to franchise within the European Union will likely find that the market is quite robust and friendly to franchise systems in general. There are a number of laws that govern the operation of franchises within the EU, but these laws are fairly broad and generally do not constrain the competitive position of U.S. businesses. The potential franchiser should take care to look not only at the EU regulations, but also at the local laws concerning franchising. More information on specific legislation can be found on the website of the European Franchise Federation.

Direct Marketing

- Danes are conservative consumers and, because of the small size of the country, are accustomed 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. Internet direct marketing and sales is increasing rapidly but still accounts for a rather small percentage of total retail sales.
- The EU has yet to adopt legislation harmonizing the direct-selling of consumer products. However, there is a wide-range of EU legislation that impacts the direct marketing sector. Compliance requirements are stiffest for marketing and selling to private consumers. Companies need to focus on, in particular, 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. In addition, it is important for exporters relying on a direct-selling business model to ensure they comply with member state requirements.
- 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 Data Privacy section above.
- Distance Selling Rules
    - In 2011, the EU overhauled its consumer protection legislation and merged several existing rules into a single rulebook - "The Consumer Rights Directive". The provisions of this Directive have been in force since June 13, 2014. The Directive contains provisions on core information to be provided by traders prior to the conclusion of consumer contracts. It also regulates the right of withdrawal, includes rules on the costs for the use of means of payment and bans pre-ticked boxes.
- Alternative Dispute Resolution

    - In 2013, the EU adopted rules on Alternative Dispute Resolution which provide consumers the right to turn to quality alternative dispute resolution entities for all types of contractual disputes including purchases made online or offline, domestically or across borders. A specific Online Dispute Resolution Regulation, operational in January 2016, sets up an EU-wide online platform to handle consumer disputes that arise from online transactions.
- New Legislation
    - In December 2015 the European Commission released a package of two draft Directives respectively on "contracts for the supply of digital content" and another on "contracts for the online and other distance sales of goods." This package addresses the legal fragmentation and lack of clear contractual rights for faulty digital content and distance selling across the EU. The package would only address B2C contracts, although its draft scope uses a very broad definition of both digital content (including music, movies, apps, games, films, social media, cloud storage services, broadcasts of sport events, visual modelling files for 3D printing) and distance selling goods so as to cover Internet of Things (such as connected households' appliances and toys). It could also apply to transactions whether in the context of a monetary transaction or in exchange of (personal) consumer data. Healthcare, gambling, and financial services are excluded from the proposal.
- The package is currently under scrutiny at both the European Parliament and Council. Its adoption is expected in the course of 2018.
- **Key Links:**
    - Consumer Affairs Homepage
    - Consumer Rights
- 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 amended three prior existing Directives and is designed to ensure that consumers are appropriately protected with 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:** Distance Marketing
- 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 must be clear and easily accessible. The Directive stipulates that marketing e-mails must be identified as such to the recipient and requires that companies targeting customers on-line 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). The European Commission has performed a stakeholder's consultation and is currently assessing the opportunity to propose a revision of the e-commerce Directive. See Data Privacy Section above.

- **Key Link:** Direct Marketing over the Internet

Joint Ventures/Licensing

- 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

- Government procurement in Europe is governed by both international obligations under the WTO Government Procurement Agreement (GPA) and EU-wide legislation under the EU Public Procurement Directives. U.S.-based companies are allowed to bid on public tenders covered by the GPA, while European subsidiaries of U.S. companies may bid on all public procurement contracts covered by the EU Directives in the European Union.
- The EU directives on public procurement have recently been revised and new legislation on concession has also been adopted. Member States were required to transpose the provisions of the new directives by April 16, 2016. The four relevant directives are:
  - Directive 2014/24/EU (replacing Directive 2004/18/EC) on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts applies to the general sector;
  - Directive 2014/25/EU (replacing Directive 2004/17/EC) coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors;
  - Directive 2009/81/EC on defense and sensitive security procurement**.** This Directive sets Community rules for the procurement of arms, munitions, and war material (plus related works and services) for defense purposes as well as for the procurement of sensitive supplies, works, and services for non-military security purposes;
  - Directive 2014/23/EU on the award of concession contracts. A concession contract (either for the delivery of works or services) is conducted between a public

authority and a private enterprise that gives the right to the company to build infrastructure and operate businesses that would normally fall within the jurisdiction of the public authority (e.g. highways).

- The EU has three remedy directives imposing common standards for all member states to abide by in case bidders identify discriminatory public procurement practices.
- Electronic versions of the procurement documentation must be available through an internet URL immediately on publication of the Official Journal of the European Union (OJEU) contract notice. Full electronic communication (with some exceptions) will become mandatory for all public contracts from October 2018. Central purchasing bodies are required to publish their contracts and requests for tenders since April 2017.
- Electronic invoicing (e-invoicing) will be introduced beginning the 3rd quarter of 2018, based on the requirement set forth in Directive 2014/55/EU. The Directive makes the receipt and processing of electronic invoices in public procurement obligatory. Standards for e-invoicing are being developed by the European Committee for Standardization (CEN).
- There are restrictions for U.S. suppliers in the EU utilities sector, both in the EU Utilities Directive and in EU coverage of the GPA. Article 85 of Directive 2014/25 allows EU contracting authorities to either reject non-EU bids where the proportion of goods originating in non-EU countries exceeds 50 percent or give preference to the EU bid if prices are equivalent (meaning within a three percent margin). Moreover, the Directive allows EU contracting authorities to retain the right to suspend or restrict the award of service contract to undertaking in third countries where no reciprocal access is granted.
- There are also restrictions in the EU coverage of the GPA that apply specifically to U.S.-based companies. U.S. companies are not allowed to bid on works and services contracts procured by sub-central public contracting authorities in the following sectors:
    - Water sector
    - Airport services
    - Urban transport sector as described above, and railways in general
    - Dredging services and procurement related to shipbuilding

Distribution & Sales Channels

- 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 400. 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 dominated by chain stores.
- The Danish food retail sector is dominated by two large retail chains (COOP and Salling Group) which account for nearly 70% 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

- 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 a reduced chance of success in Denmark.
- Most New-to-Market companies launching a product in Denmark should expect fierce competition from domestic, third country, and often U.S. companies already well-established in other Danish markets. 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.

eCommerce

- E-commerce has been and continues to be a growing market in Denmark. The Danish e-commerce market have successfully applied domestic trends into practice by improving online shops on tablets and smartphones, expanded pick-up options and optimized and recognized issues through big data.
- As part of the European Union, Denmark is part of the legal framework which includes a single taxation system as well as a demand on improving security, in the shape of privacy shield.
- In 2016, 97 percent of the population aged 15 years or more used the internet, 80 percent of that population (3.7 million people) shopped online, and ecommerce has a 20% share of private Danish consumption. The largest e-commerce markets are travels, clothing, media and entertainment, shoes and lifestyle, and information technology. The average spending per e-shopper was USD 3,320 in 2015, and from 2016 to 2017 ecommerce has gone up by DKK 13.9 billion.
- Smartphone-owners purchases more frequently, but not through the mobile phone. The m-commerce is growing, but it is still through pc and tablets, that see the largest turnover. Owners of smartphones and tablets purchases online more frequently than other users. Dankort and Visa/Dankort is the most used payment system with approx. 85 percent of the online purchases. MasterCard/Eurocard is used in 10 percent of all purchases, but we see a quick uptake with the introduction of app-based payment systems, such as Danske Bank's "MobilePay".
- The upcoming launch of Amazon in the Nordic countries will most likely enhance the B2C e-commerce in the following years. US sales channels will benefit through this expansion by getting easier access to Danish consumers.
- There are multiple guides aimed at helping independent sellers on the market go online, and plenty of both B2B and B2C service providers with paid services, introducing private

companies to go online and expand business in e-commerce. Services include web-design, booking systems, apps, hosting, context marketing etc.

- Social media platforms and streaming services such as Facebook, Spotify and YouTube are becoming increasingly popular in advertisement, mainly aimed towards younger consumers.
- Top countries that the Danish market purchases from online is Sweden and Germany both with a 28 % share, followed by Great Britain (13%), China (12%) and the US (9%).
- There have been no recent regulations that affect domestic and/or cross-border e-commerce.
- The most common products/services that consumers purchase online are cultural experiences and vacations. Two out of three of the online consumers bought tickets for the theater, concerts or cinema, hotel accommodations, clothes, sports equipment and travel tickets. On the other hand, few people buy medicine or groceries online, even though the trend for online purchase of groceries is growing rapidly with the introduction of new and flexible delivery solutions. In general, female online shoppers buy more clothes, books, cultural experiences, food and groceries, whereas male online shoppers tend to buy computer hardware, games and electronics. Only four percent of citizens in the EU gamble online, but that number is significantly higher in Denmark, where 18% of the population gambles online.
- The Danish government is seeking to implement online services that are simpler and more effective and is seeking to discontinue paper applications submitted by regular mail. Citizens of Denmark will each have a digital mailbox and will receive communication from the government through this. In the near future it will be mandatory for businesses to access government services online, including payment transactions with the government. Public schools, hospitals, nursing homes, etc. will be given subsidies to procure electronic applications that increase transparency and efficiency. Patient data is soon to be shared amongst doctors and hospitals and there will be increased focus on home treatment of patients with chronic diseases. The initiatives are intended to ensure that digitization efforts in the public sector will be coordinated and prioritized through wider and binding cross-governmental collaboration at all levels.
- <u>The European Union's Digital Single Market Initiative</u>
    - Creating a Digital Single Market (DSM) is one of the ten priorities of the European Commission (EC). The overall objective is to bring down barriers, regulatory or otherwise, and to unlock online opportunities in Europe, from e-commerce to e-government. By doing so, the EU hopes to do away with the current fragmented national markets and create one borderless market with harmonized legislation and rules for the benefit of businesses and consumers alike throughout Europe.
    - The EC set out its vision in its May 6, 2015 DSM Strategy which has been followed by a number of concrete legislative proposals and policy actions. They are broad reaching and include reforming e-commerce sector, VAT, copyright, audio-visual media services, consumer protection, and telecommunications laws. New legislation has already been finalized on portability of online content and geo-blocking.

    - Many DSM proposals are still going through the legislative process. DSM-related legislation will have a broad impact on U.S. companies doing business in Europe.
    - In addition, a new data protection legislation, the General Data Protection Regulation (GDPR) enters into force on 25 May 2018 (see separate section in this report).
- The three main pillars of the strategy are:
    - **Pillar I: Better access for consumers and businesses to digital goods and services across Europe**
        - Better access for consumers and businesses to online goods and services across Europe
        - Remove key differences between the online and offline worlds to break down barriers to cross-border online activity.
    - **Pillar II: Shaping the right environment for digital networks and services to flourish**
        - Achieve high-speed, secure and trustworthy infrastructures and content services
        - Set the right regulatory conditions for innovation, investment, fair competition and a level playing field.
    - **Pillar III: Creating a European Digital Economy and society with growth potential**
        - Invest in technologies such as cloud computing and Big Data, and in research and innovation to boost industrial competitiveness and skills
        - Increase interoperability and standardization
- For more information:
    - Digital Single Market
    - DSM Strategy
- The Electronic Commerce Directive (2000/31/EC) provides rules for online services in the EU. It requires providers to abide by rules in the country where they are established (country of origin). Online providers must respect consumer protection rules such as indicating contact details on their website, clearly identifying advertising and protecting against spam. The Directive also grants exemptions to liability for intermediaries that transmit illegal content by third parties and for unknowingly hosting content.

Comprehensive Market Research on e-commerce in the EU is available upon request.

- **Key Link:** eCommerce
- Value Added Tax (VAT)
    - The EU's VAT system is semi-harmonized. While the guidelines are set out at the EU level, the implementation of VAT policy is the prerogative of Member States. The EU VAT Directive allows Member States to apply a minimum 15 percent VAT rate. However, they may apply reduced rates for specific goods and services or temporary derogations. Therefore, the examination of VAT rates by Member State is strongly recommended. These and other rules are laid out in the VAT Directive.

- The EU applies 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. From 1 January 2015, all supplies of telecommunications, broadcasting and electronic services are taxable at the place where the customer resides. In the case of businesses this means either the country where it is registered or the country where it has fixed premises receiving the service. In the case of consumers, it is where they are registered, have their permanent address, or usually live.
- As part of the legislative changes of 2015, the Commission launched the Mini One Stop Shop (MOSS) scheme, the use of which is optional. It is meant to facilitate the sales of ESS from taxable to non-taxable persons (B2C) located in Member States in which the sellers do not have an establishment to account for the VAT.
- This plan allows taxable persons (sellers) to avoid registering in each Member State of consumption. A taxable person who is registered for the Mini One Stop Shop in a Member State (the Member State of Identification) can electronically submit quarterly Mini One Stop Shop VAT returns detailing supplies of ESS to non-taxable persons in other Member States (the Member State(s) of consumption), along with the VAT due.
- The Commission has received numerous complaints in relation to the new rules on ESS and is in the process of revising them (draft proposal).
- The most important pieces of legislation on VAT are the EU VAT Directive 2006/112/EC and its Implementing Regulation 282/2011.
- Further information relating to VAT on ESS:
  - http://ec.europa.eu/taxation_customs/taxation/vat/how_vat_works/telecom/index_en.htm#onestopshop

Trade Promotion & Advertising

- 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 nearly USD2 billion annually on advertising. Internet display and paid searches are the largest mediums, followed by television. 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.

- The Danish market is the only one in Europe in which public channels, operated by the two public broadcasters, DR (Danmarks Radio) and TV2, still attract more than half of average daily audiences. Since January 2012, TV2 has been a subscription only channel, while DR1 still functions as free of charge.
- 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, TV2, carries commercials. The other, DR, is a public service station and does not carry commercials although it does allow certain restricted types of program sponsorship. The main foreign players in Denmark are Modern Times Group and SBS. These stations are broadcast via satellite from the United Kingdom, and are not subject to Danish advertising law.
- Besides these two companies, other larger media companies like Discovery Communications, Disney, MTV Networks as well as a few others also have a presence in Denmark.
- There are a range of foreign TV channels available in Denmark. These channels are not under the jurisdiction of the Danish authorities and none of these have any public service-obligations whatsoever. Only the TV channels originating from Denmark are under Danish jurisdiction and some of these do have public service-obligations.
- TV can either be transmitted by cable or satellite or broadcast as digital terrestrial TV. Stations that only transmit on cable or satellite, are not required to have a license, but must register with the Radio and Television Board if they want to transmit in Denmark. To broadcast digital terrestrial TV in Denmark a company is required to have a license from the Radio and Television Board, as there is a limited amount of available space for broadcasting DTT. The requirement applies to both nationwide and local stations.
- The two most important terrestrial multiplexes are controlled by Digi-TV (a company jointly owned by DR and TV2). They transmit, free of charge, seven national public channels and around 180 local community and/or non-commercial channels, some of which were launched in January 2012. The other three multiplexes are operated by Boxer TV (subsidiary of the Swedish Boxer group) and form the DTT pay-TV platform that complements the free service.
- The multi-channel pay-TV market is still dominated by cable operators, of which there are still a large number in Denmark, although You-See A/S (TDC group) virtually controls the market with around 1.40 million subscribers. After YouSee are Stofa (Sweden's TeliaSonera group), which has about 400,000 subscribers, and Canal Digital (Norway's Telenor group), which has around 60,000 subscribers. Canal Digital also distributes a satellite package, which competes with Viasat (the MTG group). The two packages are in direct competition in Denmark as they are in the three other Nordic markets.
- Key links and more details: http://mavise.obs.coe.int/country?id=10
- General Legislation

- Laws against misleading advertisements differ widely from member state to member state within the EU. To respond to this issue 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 of a competitor." Member States can, and in some cases have, restricted misleading or comparative advertising.
- The EU's Audiovisual Media Services Directive (AMSD) lays down legislation on broadcasting activities allowed within the EU. Since 2009, the rules allowing for U.S.-style product placement on television and the three-hour/day maximum of advertising has been lifted. However, a 12-minute/hour maximum remains. The AMSD is currently under revision. The European Commission is aiming to extend the scope of the Directive to video-sharing platforms which tag and organize the content. The Commission is also aiming to provide more flexibility about the 12-minute/hour maximum restriction. Children's programming is subject to a code of conduct that includes a limit on 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 considered as legally binding on the seller.
- The EU adopted Directive 2005/29/EC concerning fair business practices in a further attempt to tighten consumer protection rules. These rules 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 Links:**
  - Misleading Advertising
  - Unfair Commercial Practices Directive
  - Audio video Media Services

- Medicines
  - The advertising of medicinal products for human use is regulated by Council Directive 2001/83/EC, as amended by Directive 2004/27/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.

  - **Key Link:** Health and Medicine

- Nutrition & Health Claims
  - On July 1, 2007, a 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 in the EU. Only foods that fit a certain nutrient profile (below certain salt, sugar and/or fat levels) are allowed to carry claims. Nutrition and health claims are only allowed on food labels if they are included in one of the EU's positive lists. Food products carrying claims must comply with the provisions of nutritional labeling Directive 90/496/EC and its amended version Directive 1169/2011.
  - In December 2012 a list of approved functional health claims went into effect. The list includes generic claims for substances other than botanicals which will be evaluated at a later date. Disease risk reduction claims and claims referring to the health and development of children require an authorization on a case-by-case basis, following the submission of a scientific dossier to the European Food Safety Authority (EFSA). Health claims based on new scientific data will have to be submitted to EFSA for evaluation but a more simplified authorization procedure has been established.
  - The development of nutrient profiles, originally scheduled for January 2009, has been delayed. The original proposal has been withdrawn. In October 2015 the European Commission released a new roadmap on the potential development of nutrient profiles and botanicals. To obtain stakeholders' inputs, two consultations and an external study was launched in mid-2017. The European Commission is now assessing the opportunity to proceed with a proposal and then potentially draft it. Nutrition claims, in place since 2006, 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." A European Union Register of nutrition claims has been established and is updated regularly. Health claims cannot fail any criteria.
  - Detailed information on the EU's Nutrition and Health Claims policy can be found on the USEU/FAS website at USEU/FAS website and in the USDA Food and Agricultural Import Regulations and Standards EU 28 2017
  - **Key Link:** EU Register of Nutrition and Health Claims

- Food Information to Consumers
    - In 2015, the EU adopted a new regulation on novel foods (2015/2283) amending the provision of food information to consumers (1169/2011). Novel foods and food ingredients must not present a danger for the consumer or mislead him and should not differ from the ingredients that they are intended to replace to such an extent that normal consumption would represent a nutritional disadvantage for the consumer. It is important to mention that the European Commission may decide, on its own initiative or upon a request by a Member State, by means of implementing acts (a sort of decree), whether or not a particular food falls within the definition of novel food. More information can be found on the Commission's website. Most provisions of this new Novel Foods Regulation become applicable on January 1, 2018.
    - Detailed information on the EU's new food labeling rules can be found on the USEU/FAS website at EU Labelling Requirements and in the USDA Food and Agricultural Import Regulations and Standards EU 28 2017
    - **Key link:** Provision on Food Information
- Food Supplements
    - Directive 2002/46/EC harmonizes the rules on labeling of food supplements and introduces specific rules on vitamins and minerals in food supplements. Ingredients other than vitamins and minerals are still regulated by Member States.
    - 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. This list was most recently revised in 2014. A positive list of substances other than vitamins and minerals has not been established yet, although it is being developed. Until then, member state laws will govern the use of these substances.
    - **Key Link:** Labelling Nutrition Supplements
- 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 Audiovisual Media Services Directive. A 2016 revision to the legislation includes the requirement for bigger, double-sided health pictorial warnings on cigarette packages and possibility for plain packaging along with health warnings, tracking systems.
    - **Key link:** Tobacco Products

Pricing

- 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 to 14% on industrial products. Additionally, the importer must pay a 25% 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% 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 perform market research. The U.S. Foreign Commercial Service Copenhagen can supply contact information on these companies.

Sales Service/Customer Support

- This requirement varies with the type of product. In general, Danish importers demand, and receive 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 e-mail or online messages 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. The first step in the review process of this law was launched at the end of 2016.
    - **Key link:** Liability of Defective Products
- Product Safety
    - The 1992 General Product Safety Directive introduced 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. The legislation is still undergoing review.
    - **Key link:** Product Safety Legislation
- 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.
- 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 the Trade Regulations section of this report.
- **Key link:** Sales and Guarantees

Protecting Intellectual Property

- In general, Denmark offers adequate protection for intellectual property rights. According to the Danish Copyright Act, anyone who produces a literary or artistic work has copyright on that work. The copyright holder has the sole right to control the work by producing copies of it and making it available to the public. Copyright on a work, e.g. music, literature, film, photos, etc. lasts for 70 years after the copyright holder's death.
- Other groups of people with rights also enjoy protection under the Danish Copyright Act: Performing artists, record and film producers, radio and TV broadcasters, photographers, and catalogues and databases. For related rights, copyright lasts for 50 years after it is set, e.g. the recording or broadcast is made. For catalogues and databases, however, the protection only lasts until 15 years have passed from the end of the year in which the work was first made available to the public.
- The copyright originates when the work is created and the legal protection comes into force without any formal requirements having to be met. There is therefore no public register in which copyright is registered.
- Key link and more information: http://europa.eu/youreurope/business/competing-through-innovation/protecting-intellectual-property/denmark/index_en.htm
- See section VI for a list of the international conventions and treaties concerning intellectual property to which Denmark adheres.
- Protecting Your Intellectual Property in the EU:
    - Several general principles are important for effective management of intellectual property ("IP") rights in the EU. First, it is important to have an overall strategy to protect your IP. Second, IP may be protected differently in the EU than in the United States. Third, rights must be registered and enforced in the EU under local laws. For example, your U.S. trademark and patent registrations will not protect you in the EU. There is no such thing as an "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national

laws of that country. However, most countries do offer copyright protection to foreign works in accordance with international agreements.

- Granting patents registrations generally is based on a first-to-file (or first-to-invent, depending on the country) basis. Similarly, registering trademarks is based on a first-to-file (or first-to-use, depending on the country), so you should consider how to obtain patent and trademark protection before introducing your products or services to the EU market. It is vital that companies understand that intellectual property is primarily a private right and that the U.S. government cannot enforce rights for private individuals in the EU. It is the responsibility of the rights holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in EU law. The U.S. Commercial Service can provide a list of local lawyers upon request.
- While the U.S. government stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the U.S. government can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance should U.S. government advice be seen as a substitute for the responsibility of a rights holder to promptly pursue its case.
- It is always advisable to conduct due diligence on potential partners. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in the EU require constant attention. Work with legal counsel familiar with the EU laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.
- It is also recommended that small- and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations, both EU or U.S.-based. These include:
    - The U.S. Chamber and local American Chambers of Commerce
    - National Association of Manufacturers (NAM)
    - International Intellectual Property Alliance (IIPA)
    - International Trademark Association (INTA)
    - The Coalition Against Counterfeiting and Piracy
    - International Anti-Counterfeiting Coalition (IACC)
    - Pharmaceutical Research and Manufacturers of America (PhRMA)
    - Biotechnology Industry Organization (BIO)

- IP Resources
    - A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:
        - For information about patent, trademark, or copyright issues -- including enforcement issues in the United States and other countries -- call the STOP! Hotline: **1-866-999-HALT** or visit STOP Fakes
        - For more information about registering trademarks and patents (both in the United States as well as in foreign countries), contact the U.S. Patent and Trademark Office (USPTO) at: **1-800-786-9199**
        - For more information about registering for copyright protection in the United States, contact the U.S. Copyright Office at: **1-202-707-5959**.
        - For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, please visit the "Resources" section of the STOPfakes website.
        - For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: STOPfakes Business tools. The toolkits contain detailed information on protecting and enforcing IP in specific markets and also contain contact information for local IPR offices abroad and U.S. government officials available to assist SMEs.
- In any foreign market companies should consider several general principles for effective protection of their intellectual property. For background, please link to our article on Protecting Intellectual Property (at https://www.uscib.org/register-and-apply-ud-859/) and Stopfakes.gov for more resources).
- In any foreign market companies should consider several general principles for effective management of their intellectual property. For background on these principles please link to our article on Protecting Intellectual Property and also Corruption.
- The U.S. Department of Commerce has positioned IP attachés in key markets around the world. Contact information for European based IP attachés in below:
    - Geneva, Switzerland
        - Deborah Lashley-Johnson: deborah_e_lashley-johnson@ustr.eop.gov
    - European Union
        - Susan Wilson: Susan.Wilson@trade.gov
    - Kyiv, Ukraine
        - Vacant – contact Dominic Keating: Dominic.Keating@uspto.gov
    - For more information, contact ITA's Office of Intellectual Property Rights Director, Stevan Mitchell at Stevan.Mitchell@trade.gov.

Due Diligence

- Product safety testing and certification are mandatory for the EU market. U.S. manufacturers and sellers of goods have to perform due diligence in accordance with mandatory EU legislation prior to exporting. The U.S. Foreign Commercial Service in Copenhagen (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://export.gov/denmark/

Local Professional Services

- CS Copenhagen can assist your company in finding the right partners. Please visit U.S. Commercial Service Denmark's website: http://export.gov/denmark/
- Local service providers focusing on EU law, consulting, and business development can be viewed on the website maintained by the Commercial Service at the U.S. Mission to the European Union at: http://export.gov/europeanunion/businessserviceproviders/index.asp.

Principle Business Associations

- Organizations in Brussels focused on representing U.S. business interests and engaging with EU institutions including the European Commission, European Parliament and the Council include:
    - AmCham EU: http://www.amchameu.eu/
    - Transatlantic Business Council: https://www.transatlanticbusiness.org/

Limitations on Selling US Products and Services

- Organizations
    - Invest in Denmark - www.investindk.com
    - Copenhagen Capacity – www.copcap.dk
    - Confederation of Danish Industry - www.di.dk
    - Danish Chamber of Commerce – www.danskerhverv.dk
- Local trade fair authorities:
    - Bella Center Copenhagen – www.bellacenter.dk
    - Herning Trade Fair Center – www.mch.dk
- Local newspapers:
    - Berlingske Tidende – www.b.dk
    - Jyllandsposten - www.jp.dk
    - Politiken - www.politiken.dk
    - Borsen (The principal Danish financial paper) - www.borsen.dk
    - ErhvervsBladet – www.business.dk
- Magazines
    - Computerworld - www.computerworld.dk
    - Ingenioren - www.ing.dk
- National Radio/TV channels:
    - Denmark's Radio DR - www.dr.dk
    - TV2 - www.tv2.dk
- EU websites:
    - Coordination of the laws of the Member States relating to self-employed commercial agents (Council Directive 86/653/EEC)

    - Agreements of Minor importance which do not appreciably restrict Competition under Article 101(1) of the Treaty establishing the European Community
    - Directive on Late Payment
    - European Ombudsman
    - EU's Data Protection Directive (95/46/EC)
    - EU's General Data Protection Regulation (GDPR)(2016/676/EC)
    - Information on contracts for transferring data outside the EU
    - EU-U.S. Privacy Shield
    - EU Data Protection Home page
    - Consumer Rights Directive
    - Distance Selling of Financial Services
    - E-commerce Directive (2000/31/EC)
    - EU VAT Directive 2006/112/EC and its Implementing Regulation 282/2011
    - The Unfair Commercial Practices Directive /
    - Nutrition and Health claims made on foods- Regulation 1924/2006
    - Regulation on Food Information to Consumers
    - EU-28 FAIRS EU Country Report on Food and Labeling requirements
    - Health & Nutrition Claims
    - Tobacco Policy
    - Product Liability
    - Product Safety
    - Legal Warranties and After-Sales Service
    - Copyright
    - European Patent Office (EPO)
    - EU Intellectual Property Office (EUIPO)
    - World Intellectual Property Organization (WIPO) Madrid
- U.S. websites:
    - IPR Toolkit
    - EU Public Procurement
    - Local Professional Services

Data Privacy and Protection

- As of 25 May 2018, the General Data Protection Regulation (GDPR) applies in the EU. The GDPR is a horizontal privacy legislation that applies across sector and to companies of all sizes. It replaces the previous data protection Directive 1995/46. The overall objectives and underlying principles of the legislation remain the same. Businesses must inform consumers that they are collecting personal data and have a legal basis to process and retain the data.
- However, there are significant differences in definitions of key terminology. The GDPR creates a number of new requirements for organizations that process EU individuals' personal data. Companies have an obligation to demonstrate their compliance, in part through a number of documentation obligations. Data subjects have a number of rights which include access, correct, erasure of their personal data.

- The GDPR has extra-territorial reach, which means that it might be applicable to U.S. entities even if they do not have physical presence in Europe. In that case, such organizations need to have a representative based in Europe, or in certain cases need to appoint a Data Protection Officer.
- Fines in case of non-compliance can reach up to 4% of the annual worldwide revenue or 20 million euros – whichever is higher. Companies of all sizes and sectors should consider GDPR as part of their overall compliance effort with assistance of legal counsel.
- The European Commission and Data Protection Authorities are releasing official guidelines to help companies with their compliance process (see resources below).
- Note: the EU is currently updating its e-privacy legislation governing confidentiality of communications. This legislative instrument once enacted will add a number of requirements in addition to the GDPR. We encourage U.S. exporters to monitor this situation as it evolves through the EU legislative process.
- **For more information:**
    - Full GDPR text
    - Official Press Release
- **European Commission guidance:**
    - http://ec.europa.eu/justice/smedataprotect/index_en.htm
    - https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en
- **Transferring Customer Data to Countries outside the EU**
    - The General Data Protection Regulation (GDPR) provides for the free flow of personal data within the EU but also for its protection when it leaves the region's borders.
- The GDPR (Chapter 5 - Article 44 onwards) sets out obligations on data controllers (those in charge of deciding what personal data is collected and how/why it is processed), on data processors (those who act on behalf of the controller), and gives rights to data subjects (the individuals to whom the data relates). These rules were designed to provide a high level of privacy protection for personal data, and were complemented by **measures to ensure the protection is maintained when data leaves the region**, whether it is transferred to controllers, processors, or to third parties (e.g. subcontractors). EU legislators put restrictions on transfers of personal data outside of the EU, specifying that such data could only be exported if "adequate protection" is provided.
- The European Commission (EC) is responsible for assessing whether a country outside the EU has a legal framework that provides sufficient protection for it to issue an "adequacy finding" to that country. The U.S. has never sought to be found adequate by the EC. This means that U.S. companies can only receive personal data from the EU if they:
- Join the EU-U.S. Privacy Shield program, or
- Provide appropriate safeguards (e.g. contractual clauses, binding corporate rules), or,
- Refer to one of the GDPR's derogations,
- European Commission's webpage on transfers outside the EU and all mechanisms outlined below:
- Data Transfers Outside of EU

- Important note:
    - The legal environment for data transfers to the United States continues to evolve. Companies that transfer EU citizen data to the United States as part of a commercial transaction should consult with an attorney, who specializes in EU data privacy law, to determine what options may be available for a particular transaction.
- About the EU-U.S. Privacy Shield
    - The EU-U.S. Privacy Shield Framework was designed by the U.S. Department of Commerce and the European Commission to provide companies on both sides of the Atlantic with a mechanism to comply with data protection requirements when transferring personal data from the European Union to the United States in support of transatlantic commerce.
- For more information on the EU-U.S. Privacy Shield
- For more information about other mechanisms of transfer, please refer to:
    - Transferring Personal Data from EU to U.S.

Cyber Security

- The European Network and Information Systems (NIS) Security Directive sets a minimum baseline of requirements to ensure better protection of critical infrastructures in Europe. The legislation targets three groups of stakeholders: 1. it sets basic principles for Member States for common minimum capacity building and strategic cooperation; 2. it directs operators of essential services (OES) and 3. digital service providers (DSP) to ensure they apply basic common security requirements.
- DSPs are broadly defined to include: online/e-commerce marketplace (including app stores), online search engine (with the exclusion of search function limited to a specific website), and Cloud computing services. NIS systems are considered e-communications network, connected devices, and digital data.
- A DSP and an OES are expected to ensure "the ability of NIS to resist any action that could compromise the availability, authenticity, integrity or confidentiality of stored or transmitted or processed data or the related services offered by, or accessible via, those systems." Member states must identify OES and establish security and notification requirements for OES and for DSP. The level of security expected from OES should be higher than the level expected from DSP, because of the degree of risk posed to their infrastructure. Obligations for both OES and DSP are to take technical and organizational measures to NIS risk management; to prevent and minimize the impact of NIS security incidents; and to notify, without undue delay, incidents having a significant impact on the continuity of the essential services they provide.
- This Directive has been adopted by the EU in July 2016. Member States have until May 2018 to transpose the Directive into their national legal framework.

Leading Sectors for US Exports & Investments

Renewable Energy Products

Overview

- Denmark has a long tradition of using renewable energy and has sought to increase its energy self-sufficiency since the global energy crisis in 1973. The first steps towards this new policy were investments in energy savings and the conversion of Danish power plants from oil to coal. Later, focus was on the development of oil and natural gas resources 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 following decades, all with the purpose of increasing energy self-sufficiency and increasing production of renewable energy. Finally, in 1998, Denmark reached its goal and became a net exporter of energy. However, it has gone back to being a net importer since 2013.
- Denmark has the lowest energy intensity ratio in the EU. From 1990-2016, Denmark's GDP grew 51%. In the same time, gross energy consumption showed a net decrease of 5%. This led to a drop in energy intensity of 37%, or 1.4% per year. Over the same period, CO_2 emissions intensity showed a net decrease of 60%, due mostly to switching from coal to natural gas, increased use of renewable energy, and district heating. In 2014 alone, CO_2 emissions fell by 7.7%. Denmark's gross inland consumption of energy is less than 1.1%.
- Energy savings are being pursued for environmental as well as commercial purposes, as they contribute to growth and business development while increasing security of supply. The Danish government has put forward an ambitious plan that 100% of Denmark's electricity and heat will come from renewable energy by 2035 and that, by 2050, the entire energy supply -- electricity, heat, industry and transportation -- will come from renewable energy sources. 39% of the current electricity generated in Denmark comes from renewable energy sources.

Best Propsects/Services

- Concerns over global warming and energy security have placed renewable energy and CO_2 emissions reduction high on the Danish political agenda. Denmark maintains that energy technologies should be promoted 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 proximity to the sea. Climate and hydrology allow high yields of biomass from agriculture even though 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 future, though their cost effectiveness is not as attractive as in sunnier countries to the south.
- Denmark's power system is presently characterized by combined heat and power (CHP) plants, that deliver heat to district heating systems, and a high proportion of wind power. The CHP plants are a combination of a few large plants fueled mainly by coal and natural gas, and

a large number of distributed CHP plants using natural gas, biomass and municipal waste. Fuel for road transport is dominated by gasoline and diesel.

- In early 2012 the Danish government presented its Energy Strategy 2050, which outlines how Denmark should become independent of coal, oil, and gas by 2050 and significantly reduce emissions of greenhouse gases. The strategy includes a strong expansion of renewable energy from wind, biomass, and biogas. If adopted, it will lift the share of renewables to one third of the total energy consumption over the next ten years. 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 energy consumption reductions on the order of 1–3%.
- More efficient conventional vehicles and plug-in hybrid vehicles: Curbing growth in the road vehicle energy consumption is crucial to achieving CO_2 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 better integrate renewable energy into the grid. 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 must 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 fluctuates by nature, requires flexibility in both power consumption and 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: Important in optimizing the use of fuels and infrastructure, and to drive new investment 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 very advanced when it comes to utilizing energy saving products, but companies and private consumers are always on the lookout for new innovative products that can help cut costs and reduce emissions.

Resources

- Danish Energy Agency (Energistyrelsen): http://www.ens.dk/
- Risø-DTU National Laboratory for Sustainable Energy - http://www.risoe.dk/
- Danish Wind Industry Association - http://www.windpower.org/en/
- Offshore - http://www.offshoreenergy.dk/

Agricultural Sector

Overview

- Denmark is the only country in the Nordic-Baltic region with a net export of agricultural products, producing three times the amount of food it needs for itself. However, there are areas where demand exceeds the supply. Denmark's main annual agricultural imports from the U.S. are fish and seafood (USD 77 million), fruits and vegetables (USD 38 million), and livestock fodder (USD 20 million). It is a net importer of these from the U.S.
- Bilateral agricultural trade between the United States and the EU totaled $ 32.5 billion in 2017, making the EU the fourth largest export market for U.S. agricultural products after Canada, China, and Mexico. For the sixteenth year in a row, the U.S. has run a trade deficit in agriculture with the EU with a gap of $9.4 billion in 2017. The main U.S. products exported to the EU by value are tree nuts ($2.7 billion), soybeans ($1.7 billion), forest products ($1.3 billion), fish and fish products ($980 million), distilled spirits ($783 million), and wine and beer ($615 million).
- Global branding and further integration of European markets is continuing to produce a more homogeneous food and drink market in Europe, although significant national differences in consumption remain. Nevertheless, certain common trends are evident throughout the EU: demand for greater convenience, more openness to non-traditional foods, and a growing interest in health foods, organics, and niche markets. For a thorough analysis of what commodities and products offer the best opportunities, access FAS/USEU and consult Brussels' and the individual Member States' Food and Agricultural Import Regulation and Standards (FAIRS) Reports.
- FAIRS Certification Report
- Agricultural Documentation
    - Phytosanitary Certificates: Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.
- Sanitary Certificates
    - For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human

consumption, pharmaceutical use, or non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these certificates are uniform throughout the EU but the harmonization process is still ongoing. Most recently, certificates for a series of highly processed products including chondroitin sulphate, hyaluronic acid, hydrolyzed cartilage products, chitosan, glucosamine, rennet, isinglass and amino acids have been harmonized. In addition to the legally required EU health certificates, a number of other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes. Up-to-date information on harmonized import documentation can be found at the following website: FAIRS Export Certificate Report.

- Agricultural Standards
    - The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades. It took until January 2002 for the publication of a general food law which established the general principles of EU food law. This regulation introduced mandatory traceability throughout the feed and food chain as of Jan 1, 2005. For specific information on agricultural standards, please refer to the Foreign Agricultural Service's website.
    - There are also export guides to import regulations and standards available on the Foreign Agricultural Service's website.

Best Prospects

- 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. These products include beverages (including tea, coffee, wine, and beer), meat, condiments (including honey and jam), fruit and vegetables, juices, baby food, raisins, rice, nuts, and all prepared foods. Imports from the U.S. amount to only USD 1.6 million while imports from South America are at USD 9.3 million.
- 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, as could hardwood for furniture and floor manufacturing.
- Wines
    - The U.S. market share has increased considerably for wine in comparison to one decade ago. U.S. wine is now well-recognized and even though the market faced a slight decline during the financial crisis, it is expected to increase during the next couple of 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.

- Fruit and vegetables
    - Danish fruit and vegetable suppliers are not able to cover the growing demand in Denmark and the market is constantly looking for new suppliers. In 2017, the U.S. exported USD 38 million of fruits and vegetables to Denmark.
- Beer
    - Specialty stores and specialty sections in supermarkets are growing, especially for craft beer from small, independent, and traditional beer producers.
- Cod
    - With steadily and quickly decreasing catch quotas for cod in Denmark and the rest of the EU, demand for imports into Denmark for cod and other ground fish for export to all EU unsaturated markets is dramatically increasing.

Green Building Products

Overview

- There are approximately 2.7 million homes in Denmark, with an average of 560 square feet per person. In addition, there are almost 64,000 public buildings and 150,000 commercial buildings. Operation of buildings accounts for between 30 and 40% of total energy consumption in Denmark. The Danish government recognizes energy efficiency in buildings as one of the most cost-effective ways to combat climate change. At the same time, there is considerable focus on indoor climate and health conditions. Those, together with an overall goal of becoming independent of fossil fuels, are the main drivers behind quality building in Denmark.
- Green building has many different components and involves several different industries. In Denmark, green building is considered to embrace all activities and routines that take place around a household -- from sustainable architecture and building materials to ventilation, water supply, and heat production, and from renewable energy supply and energy efficiency to sewerage systems and waste management -- not just the building process. Ultimately, it also extends to energy efficient lighting and major appliances.
- Danish households consume on average 34 gallons of water per day per person. In order to preserve the valuable ground water, as well as to increase energy efficiency, green building initiatives encourage water efficient toilets, taps and showers, water free urinals, and recycling of rainwater for things like car washing and garden watering. It has recently become permissible to recycle rainwater (from roof gutters only) inside the house for toilet flushing and laundry.
- Approximately 64% of Danish households are supplied with water-based district heating, which is part of the reason that Denmark is one of the most energy-efficient countries in the world. Oil-fired burners are now present in only 200,000 Danish homes. The oil-fired burners must be inspected annually and public authorities offer free consultation as to how they are best replaced. Since 2016 it has no longer been permitted to install oil-fired burners in existing buildings where collectively supplied district heating and natural gas are available. Natural gas, which was introduced in the 1980s, is seen in 15% of Danish homes today. Denmark gets its natural gas from the North Sea and it is considered the cleanest of

fossil fuels. With the current consumption level, the supply will last around 20 years into the future.

- Consumption of wood pellets is modest, but becoming increasingly popular as it is recognized as a CO2 neutral alternative to fossil fuels. Denmark's annual consumption is currently a little more than 1 million tons, mainly consumed by private homes but also commonly seen in thermal power stations. Close to 95 percent of wood pellets are imported of which a major part comes from the Eastern Europe. Installation of electrical heating in new buildings and buildings that have access to a central water-based heating system is prohibited.
- Most renewable energy sources for electricity in buildings come from solar and biomass. Although Denmark is a world renowned net wind-energy producer, the general attitude regarding wind turbines remains, "fine, but not in my backyard."
- On an annual basis, Danes produce 13 million tons of waste, which is equivalent to approximately 28 pounds per person per day. Waste from households makes up one fourth of total waste. 66% of the waste is recycled. Some households sort organic waste and make compost, but it is not required by law. Waste disposals in sinks are not common in Denmark, mainly because the sewerage system is not built to handle it. Few municipalities allow the use of disposals.

Best Prospects

- The most important competitive parameter in the Danish market for building materials is quality, so foreign suppliers must meet very high standards. A U.S. manufacturer can differentiate itself by offering price competitive products and efficient logistics and service.
- New and innovative solutions to green building will have good potential. Local competition, particularly in building materials such as insulation and windows, is quite strong. High quality and documented efficiency are important parameters. U.S. companies may find good prospects in green building consultancy (ESCOs) and new products and methods. Intelligent housing and office buildings with the use of sensors to control heat production etc. are interesting prospects. The U.S. may also be ahead of Denmark with regard to heat pump solutions.

Opportunities

- As the Danish government is trying to stimulate the economy through massive investments in fixed assets, there will be a possibility for American firms to supply materials and equipment. Denmark has ambitious goals for green building. All new buildings are required to increase energy efficiency by 25%. At the moment there is a voluntary goal of 75% energy savings in buildings by 2020 and Denmark has invested substantial resources in promoting energy efficiency in buildings.
- Local events and conferences:
- Solar Days: http://www.solardays.eu/partners/danmark/velkommen
- Byggeri ´18: http://www.byggerimessen.dk/ENG-default.aspx
- Bolig for Alle: https://boligforalle.dk/

Resources

- 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 – https://www.danskindustri.dk/brancher/di-byg/
- More information, please contact Sabina Kroigaard, Commercial Specialist.

Oil and Gas Field Machinery (OGM)

Overview

- Denmark's net energy has become self-sufficient since 1997. Denmark's self-sufficiency of energy, however, ended in 2013 when the Danish degree of self-sufficiency decreased from a level of 103 percent in 2012 to a level of 93 percent in 2013. The fall was caused by a drop in the production of both crude oil and natural gas. As of 2016, Denmark's degree of self-sufficiency has decreased further to 83% according to the Danish Energy Authority (DEA).
- The DEA's most recent forecast shows that Denmark can maintain its self-sufficiency in oil and natural gas for another ten years or so, based on known reserves. However, on the basis of experience, the DEA expects that the use of innovative recovery technology and more discoveries resulting from exploration can uphold Denmark's self-sufficiency in oil and natural gas for an additional ten years.
- Oil production has been declining over the past few years and current production is around 140,000 barrels of oil per day. The production is expected to continue to decline over the next few years. In total, oil production accounts for roughly DKK 34 billion (USD 5 billion) per year and gas production for about DKK 7 billion (USD 1 billion) per year. After a long period of falling oil prices, the prices have now started to rise as a result of a global growth. This has caused an increase in the demand for oil, yet there still is a decrease in the production of oil.
- Danish oil and gas production is declining as production from most fields has peaked so special efforts are required to prevent a major drop in production. The energy consumption associated with oil and gas production has remained fairly constant in recent years, accounting for about 4% of Denmark's total gross energy consumption even though production has declined steadily since 2004. Denmark has a manifest interest in the oil companies recovering as much of the oil- and gas-in-place from the North Sea as possible. This is an important source of financing for the Danish state, but production requires increasingly high energy-intensive recovery methods. As the output of Danish reserves falters, oil extraction in the formerly-hidden Northern regions of Greenland has expanded into a promising sector of the oil and natural gas market.
- The production of oil and natural gas from the North Sea is key 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. In early 2017, the Danish government unveiled an agreement aimed at continuing oil production in the North Sea. Per the agreement, there

will be a two-figure billion kroner investment in oil and gas extraction and the rebuilding of the Tyra field. This allows for the possibility to generate DKK 26 billion (US 3.9 billion) by 2042.

Best Prospects

- After almost 50 years of exploration in the Danish sector of the North Sea, new discoveries are still being made. Two exploration wells were drilled in 2010 and both resulted in new oil discoveries – Solsort and Sara. To date, Danish oil and gas production has been carried out exclusively from offshore installations in the North Sea. Production is currently derived from 19 fields, of which 15 used to be operated by Mærsk Olie og Gas A/S, three by DONG E&P A/S and one by Hess Denmark ApS. In August 2017 the Mærsk Group sold Mærsk Olie og Gas A/S to the French oil company Total, while Mærsk continue to operate the facilities. Likewise, DONG Energy has changed name to Ørstad and with an aim of a more green energy production in the future the firm has sold their stocks in DONG E&P A/S in May 2017 to the Swiss chemical firm Ineos. Thereby, the production is today mainly owned by foreign investors. These are expected to make further investments in the fields. According to the oil companies' budgets, more than DKK 1 billion will be invested in on- and offshore oil and gas exploration in the Danish sector in the coming years.

Opportunities

- Onshore, there are plans for the drilling of two wells. It is five years since the last onshore well for oil and gas was drilled in Denmark. In the North Sea, the drilling of four to six wells is anticipated. Some of the planned wells will test new exploration models.
- Oil and gas production activities in the North Sea result in CO2 emissions corresponding to 3.5-4% of Denmark's total emissions. Over the past decade, CO2 emissions have increased, however the trend has now been reversed and CO2 emissions from Danish oil production are decreasing.
- The majority of Danish fields have been in production 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 re-injected. Therefore, it is necessary to investigate how the energy efficiency of production can be improved.
- 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.

Web Resources

- The Danish Energy Authority - www.ens.dk
- Danish North Sea Partner - http://www.nordsoeen.dk/
- Danish Gas Association - https://www.danskgasforening.dk/english
- Gas in Denmark - https://en.energinet.dk/Gas/Gas-Market#Model

- Offshore - http://www.offshoreenergy.dk/
- More information, please contact Bjarke Frederiksen, Head of Commercial Section

Computer Software and Information Technologies

Overview

- Denmark is a highly computerized society with a large and steady demand for state-of-the-art software and IT products. Throughout the last couple of years, Denmark has been continuously ranked in the top fifteen in the World Economic Forum's "Networked Readiness" Index.
- The Danish ICT sector is a USD 35 billion industry with a dominating focus on software development and services and little in-country manufacturing. U.S. hardware and software products are generally perceived as first-rate.
- New-To-Market companies will face serious competition from local, international and, often, 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).

Best Prospects

- Looking at IT spending by sectors reveals that the public sector is the largest consumer of IT services and accounts for 25-30% of total spending. The financial sector accounts for 15%, manufacturing 15%, retail & wholesale 10%, and other sectors the remaining 30-35%.
- According to industry analysts, mobility is the main focal point, while other top priorities of decision makers when investing in IT are currently: cyber security, business IT-alignment, unified communication, IT architecture, business intelligence, and outsourcing. Although Green IT is still an interesting and growing market, a proven money-saving aspect of such an investment is instrumental.

Opportunities

- Industry experts foresee considerable IT investments in the coming years within the financial sector, after a period of spending cutbacks. There is an ongoing trend 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-government and electronic services to businesses and the public. In particular, the healthcare sector is set to digitalize hospitals. Virtually all primary care physicians and nearly half of the hospitals already use electronic records, and officials are trying to encourage more "telemedicine" projects. Several studies, including one published by the Commonwealth Fund, concluded that the Danish Medical information system is the most efficient in the world, saving doctors on average of 50 minutes a day in administrative work. With ongoing building of 16 new hospitals by 2020, estimates are that health IT (EMRs and

telemedicine solutions) will make up almost USD 3 billion out of a USD 7 billion total budget.

- Another growing area is the consolidation and outsourcing of datacenters. The increasing demand for greening requires efficient datacenter suppliers with knowhow and economies of scale. Total outsourced solutions are especially in demand within the public and private sector in Denmark. The small and medium-sized business segment is considered particularly lucrative as the 'lean' aspect of green IT is highly applicable in terms of consolidation, standardization and improving overall energy efficiency of the IT infrastructure and datacenter operations. Some firms within the Danish green IT sector, such as CSC, already employ a holistic view in their approach to green IT operations with datacenter operations combined with, for example, the reuse of excess heating.
- In part caused by the recent economic slowdown, outsourcing will continue to grow as a cost-saving instrument. Outsourcing has played a large role in recent cost-cutting efforts by the government and large enterprises, and is now becoming more common among small and medium-sized companies. A number of international outsourcing companies have successfully established themselves in Denmark recently.
- Due to the growth of cybercrime, the demand of cyber security solution has risen both within the public and private sector in Denmark. The Danish Center for Cyber Security is witnessing how the IT integrity of Danish governmental institutions and private companies are challenged, and that sensitive economic and personal data are being stolen. 64 % of Danish firms have been subjected to some form of cybercrime within the last year (2017) and 72 % are more concerned about cybercrime today than they were 1 year ago. Danish firms are expected to increase their cyber security budgets by 25 % within the coming 18 months, while the Danish government has allocated 226 USD millions for investments in cyber security towards 2023.

Resources

- Danish Business Authority (responsible for IT and telecom infrastructure) - http://www.dba.erhvervsstyrelsen.dk/telecom-and-spectrum
- Danish Agency for Digitalization - https://en.digst.dk/
- The Danish IT Industry Association (industry association) - www.itb.dk
- The Danish Agency for Digitization – Danish Government digital solutions and guidelines
- Danish Computer Security Incident Response Team (DKCERT) - Danish Research Network
- For further information, please contact Aleksander Moos, Commercial Specialist

Smart Cities

Overview

- In light of population growth, urbanization, and climate changes, public authorities and companies are focusing on mitigating these global challenges by implementing sustainable,

efficient, and citizen-centered solutions in growing urban environments. An approach that has gradually become more popular to develop more sustainable and efficient cities is the "Smart City" approach.

- Denmark is one of the leading European nations in working with Smart City initiatives. In particular Copenhagen and Aarhus are far along in implementing these initiatives. The city of Copenhagen has especially emphasized on reducing CO2 emissions and aims at becoming carbon-neutral by 2025. Copenhagen's efforts to use data as a tool to create a greener city and higher quality of life for its citizens have also been acknowledged globally. In 2014, "Copenhagen Connecting", a concept for digital infrastructure, won the World Smart Cities award. The city of Aarhus launched in 2012 the project "Smart Aarhus" to find effective and sustainable solutions to tackle the challenges facing its urban life.
- The report "Mapping Smart Cities in the EU" indicates that Denmark is among the countries with the highest proportion of Smart Cities. More specifically, the report ranks Denmark as number one together with Sweden, Estonia, and Slovenia who have the largest share of major cities that can be characterized as Smart Cities.

Market Challenges

- Challenges are mainly related to competition and/or ability to find the right partner and mode of entry. Most legislation is governed on an EU level.

Market Opportunities

- 'Arup', the international design and engineering consultancy, estimates that global smart urban services will grow to USD 400 billion annually by 2020. As Danish cities are investing substantially in the years to come in intelligent lighting and transport systems, climate adaption, energy renovation and retrofitting, smart grid technology, and digitalization of social and health care services, Denmark will account for a share of this market. Denmark is an ideal place to test Smart City Solutions.

Market Entry Strategy

- One way for U.S. firms to enter the market is to establish partnerships with public authorities, research institutions and other organizations that work with Smart City solutions. Unless a significant local presence is established, finding a strong local partner with the right network and access to decision makers is a must. The first step would be to become part of a Smart City project or pilot. For instance, Cisco and Hitachi established partnerships with the city of Copenhagen in 2014. Copenhagen's partnership with Hitachi entailed that the company can use the city as a Big Data laboratory.

Resources

- Copenhagen Solutions Lab (City of Copenhagen initiative: http://cphsolutionslab.dk/
- State of Green: https://stateofgreen.com/en
- CLEAN (formerly Copenhagen Cleantech Cluster): http://www.cleancluster.dk

- Sustainia: http://www.sustainia.me
- For further information, please contact Sabina Krøigaard, Commercial Specialist

Medical Technology and Dental Equipment

Overview

- The Danish medical technology market has grown rapidly over recent years and continues to grow (4-6% per year). The market for medical technology is currently estimated to USD 10 billion, equal 1.3% of total GDP.
- The government is the largest purchaser of health care equipment in Denmark, accounting for 85% of total health care. Five regional authorities maintain the operations of the state-run medical facilities and hospitals. 98 municipalities / local authorities are in charge of preventive care and rehabilitation and responsible for nursing homes and the home care segment. Municipalities are authorized to make their own purchases, but there is also a national collaboration on procurement led by the Ministry of Finance and the National Association of Local Authorities, called SKI (in English: National Procurement Ltd. Denmark). General Practitioners run as independent businesses, but are reimbursed by the government. Dentists are only partly reimbursed and Danes pay for most dental service out of their own pockets. Danish dentists buy their inventory at the annual SCANDEFA trade show or through 3-5 main wholesalers. They also travel to GNYDM and ADA in the U.S. and elsewhere. Other purchasers of medical technology are private hospitals and individuals.
- Denmark has the highest per capita production of medical technology in the world. Annually, Danish medical technology companies develop, manufacture, and market products worth more than USD 9 billion (of which more than 95% is exported). Hearing devices alone make up 30% of the market. Still, American medical technology has a fair market share and more than 100 local distributors are dedicated to representing foreign products in the Danish or entire Nordic market. They typically attend Medica.

Best Prospects

- Preventive care and health promotion have been given an increasingly high priority in Denmark and increases in public expenditure on medical technology are evident. While innovative technologies remain in great demand, cost efficiency is also of high priority as well as any technology that allows for treatment and monitoring outside of the hospitals. Denmark ranks high in technological readiness, which should encourage U.S. companies to pursue the market.

Opportunities

- Currently, the greatest opportunities lie within new hospital buildings. Denmark will build 16 new hospitals, including 8 super hospitals, by 2020. With a budget of 7 billion USD, investments in the best medical technology can be expected.
- A potential opportunity during the restructuring is that government policy supports the patient's right to obtain treatment within a three-month timeframe (by offering patients the

right to choose a hospital for treatment or to receive private treatment should the waiting list be too long). This "relaxation" of patient treatment may boost private healthcare practices and give further rise to this sales channel.

- Local industry trade shows:
- Lægedage – www.laegedage.dk
- SCANDEFA – www.scandefa.dk

Resources

- Ministry of Health – www.sum.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 – http://www.ssi.dk/sw379.asp
- Danish Regions – www.regioner.dk
- The National Association of Local Authorities – www.kl.dk/
- SKI (National Procurement Ltd. Denmark) – www.ski.dk
- Medicoindustrien (industry association) – www.medicoindustrien.dk
- The National Board of Social Services (incl. rehab) – www.socialstyrelsen.dk
- The Danish Rehabilitation Group (industry association) – www.rehabgroup.dk
- For further information, please contact Sabina Kroigaard, Commercial Specialist

Drugs and Pharmaceuticals

Overview

- The Danish-Swedish life science cluster 'Medicon Valley' is home to more than 60% of Scandinavia's pharmaceutical industry. The region hosts fourteen leading universities, six university hospitals, seven science parks, 400 PhD's and 5,500 researchers with graduate degrees, 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 allergies. According to statistics from the Danish Medicines Agency, drugs for the treatment of central nervous system diseases are the top selling drugs sold 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 to the United States. Within the last decade, the export of Danish pharmaceutical products has more than

tripled. In 2015, Denmark exported nearly USD 12 billion in pharmaceutical products, and the demand in exportation constituted approximately 90% of Danish pharmaceutical production. Exports go mostly to Europe (57.4%) and North and South America (27%). Denmark has had a trade surplus in pharmaceuticals of approx. USD 7 billion; the trade surplus to the U.S. was approx. USD 3.1 billion.

- In 2015, Danes spent an estimated USD 3.50 billion on pharmaceutical products – approximately USD 625 per capita – but it is estimated that it will decline to USD 3 billion by 2020. The use of pharmaceutical products in Denmark is one of the lowest among OECD countries.
- In Denmark, the life expectancy at birth is 80.8 and the most common cause of death is cancer (28%) followed by heart disease (20.2%). Other common causes of death include lung diseases (9.6%), brain diseases (8.8%), mental illnesses (4.6%), central nervous system diseases (2.5%), and diabetes (2.4%). Danish obesity rates are around 16.8%, which is below the world average, but Danes have a high level of alcohol consumption (ranked eighth in Europe) and Danes smoke more than most of their European neighbors (ranked fifth).
- Denmark is home to major pharmaceutical companies such as Novo Nordisk, Nycomed, Orifarm, Lundbeck, and Ferring Pharmaceuticals. These companies hold very strong positions in the market. There is a significant American presence and Biogen Idec, for example, has chosen to locate research and production facilities in Denmark.

Best Prospects

- Whether interested in establishing research facilities, supplying life science products, engaging in strategic alliances/joint ventures, or looking for investment opportunities overseas, U.S. companies 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.

Opportunities

- Marketing of pharmaceutical products is mainly done through targeting doctors and opinion leaders, but also through advertisements in industry magazines such as "Ugeskrift for Læger," "Månedsskrift for Praktisk Lægegerning," and "Dagens Medicin."
- An overview of all companies operating in the life sciences space can be found here.
- Local trade shows:
    - Lægedage – http://www.laegedage.dk

Resources

- Ministry of Health – www.sum.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 - http://www.lif.dk/
- Medicon Valley Alliance – www.mva.org
- For further information, please contact Sabina Kroigaard, Commercial Specialist

Travel and Tourism Services

Overview

- The United States is the favorite long-haul destination for Danish travelers and an increasing number of Danes travel to the U.S. every year. They stay longer (17.5 nights) and spend more per trip (over USD 100 per day) than the average international visitor, and make up a highly attractive segment for American suppliers. A visionary and powerful Discover America Committee was formed in Denmark in 2016, clearing the way for better access to the Danish market place, just as closer Discover America Nordic cooperation ensures the opportunity for Nordic-wide marketing activities and business ventures. In 2016, approximately 5 percent of Danish travelers chose the U.S. as their preferred travel destination. They also picked to have at least 4 overnight stays. Individuals who travelled from the Nordic region (Denmark, Sweden, Norway, Iceland, and the Baltic states) to America surpassed 1.4 million in 2016. The Nordic region is also the fourth largest region in Europe that travels to the U.S.

Market Demand

- Despite being a mature market, the Nordic countries continue to show impressive growth rates and with 5-6 weeks of annual paid vacation, demand continues to be high. The region is the fourth largest European market for inbound travel to the U.S. and it is expected that the number will increase in 2017. Compared to other markets, the region has the second highest per capita travel rate to the United States at 4.09% out of a population of 25 million.

Best Prospects

- California, Florida, and New York City, locally called the "Big Three," are still the most popular destinations when Danes visit the U.S. Over a period of years, the U.S. has grown to become the most popular overseas destination for Danish tourists. Many travelers are now returning visitors and whereas first and second time visitors tend to choose one of the "Big Three" destinations, return visitors are becoming increasingly adventurous and willing to explore new regions. Fly/drive packages are increasingly popular and California's State Highway 1 is the top route for many "road trippers." Danes are becoming more eager to go in-country and explore "the real America."

- Fly/Drive packages combining airfare, hotel bookings, and car rental are among the most popular travel bookings through Danish tour operators. Road trips have become a very popular way for Danish travelers to experience the diversity of the United States. Consequently, operators are now offering more individualized packages, such as Harley Davidson packages 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. The most popular shopping destinations for Danish travelers are New York City, San Francisco, Washington D.C., Boston, Seattle, Chicago, Miami, and Los Angeles.
- U.S. Commercial Service Copenhagen can assist American suppliers or marketing entities with guidance to ensure a successful market entry into Denmark and the Nordic Region.

Opportunities

- Upcoming trade and consumer events in Denmark in 2019:
    - Ferie For Alle - Herning - Feb 2019
    - Discover America Workshop – Copenhagen - March 2019

Resources

- The Danish chapter of Discover America was re-launched in 2011 with significant innovations. A new board of executives is pursuing new goals and initiatives to promote tourism to the U.S., in line with the long-term aims of the 30 members of Discover America. Discover America Denmark has established a professional secretariat with a managing director to ensure high quality member service and to expand the activities of the organization.
- The board consists of key executives from the airline; airports; tour operators; travel agents; corporate; and meetings, incentives, conferencing, and exhibitions (MICE) industries.
- Discover America Denmark: www.discoveramerica.dk
- More information, please contact Bjarke Frederiksen, Head of Commercial Section

Franchising

Overview

- Franchising as a business model is common in Denmark, albeit not to the same degree as in the United States. At least 200 companies are currently operating franchises and the vast majority of these concepts are homegrown. The most well-known and widespread franchises of American origin operating in Denmark are McDonald's, Burger King, KFC, Domino's Pizza, Hertz, Avis, and 7-Eleven. More recent entries from the United States are Starbucks and Carl's Jr. The most successful U.S. franchises in Denmark are typically in the fields of car rental, quick-service restaurants or management services. In general,

franchising can be found in a large range of Danish industries, e.g. retail, transportation, personal services, property services, hotels, and restaurants.

- The recent economic downturn has hit franchising on a number of levels. The slow pace in consumer spending improvements has affected businesses, especially franchises operating within the retail sector, just like the slowdown of the housing market has led to the closing of a large number of real estate franchise units, yet master franchises find it difficult to secure financing. This proves a challenge when trying to obtain master licenses in Denmark.

Best Prospects

- Regardless, Denmark presents good opportunities in the areas of already proven franchise success, such as quick-service restaurants. This market is especially open to concepts that cater to a healthy lifestyle. As most new franchises are home grown, any new player (that is not already well-known to the Danes) must be able to prove its unique features to be seriously considered by potential master franchisees. Since Denmark is a rather small market for many franchise concepts, willingness to offer regional licenses, e.g. in two or more Nordic countries, is a common way to attract serious investors. No-frills concepts require little in the way of start-up costs and which can be driven by a one-person operation have also proven very successful with Danish entrepreneurs.

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 total population of 5.7 million people. Companies may find that launching large-scale franchise operations is not feasible given the small market size.

Resources

- PS 4 FranchisePartner – www.ps4.dk
- Franchise-Consult – www.franchise-consult.dk
- For more information, please contact Aleksander Moos, Commercial Specialist

Customs, Regulations & Standards

Trade Barriers

- For information on existing trade barriers, please see the National Trade Estimate Report on Foreign Trade Barriers published by USTR.
- Information on agricultural trade barriers can be found at the following website: Foreign Agricultural Service
- To report existing or new trade barriers and get assistance in removing them, contact either the Trade Compliance Center or the U.S. Mission to the European Union

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- To report existing or new trade barriers and get assistance in removing them, contact either the Trade Compliance Center or the U.S. Mission to the European Union

- International Trade Administration
    - Enforcement and Compliance
      (202) 482-0063
      ECCommunications@trade.gov
    - http://trade.gov/enforcement/

Import Tariff

- Denmark has historically maintained a no-barrier policy and is often in the lead in the international fight against non-tariff barriers. Denmark is a member of the European Union, and has the best record of all EU countries regarding implementation of Single Market directives. Denmark applies no unilateral trade barriers against the United States. The EU's common external duty tariffs apply to all products entering from non-EU countries, including the United States. Duties typically vary from 5.0% to 14% 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% 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 EU, 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.

- When products enter the EU, they need to be declared to customs according to their classification in the Combined Nomenclature (CN). The CN document is updated and published every year, and the latest version can be found on the European Commission's website.
- U.S. exports to the European Union enjoy an average tariff of just three percent. All the same, U.S. exporters should consult "The Integrated Tariff of the Community", referred to as TARIC (Tarif Intégré de la Communauté), to identify the various rules which apply to specific products being imported into the customs territory of the EU. 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.
- Key Link: TARIC

Import Requirements & Documentation

- The TARIC (Tarif Intégré de la Communauté), described above, is available to help determine if a license is required for a particular product. Moreover, the European Commission maintains an export helpdesk with information on import restrictions of various products. Import Restrictions on Agricultural Products
- 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: EU Member States' Country Commercial Guides EU Member States' Country Commercial Guides or conduct a search on the Commerce Department's Market Research Library, available from: Market Intelligence
- Import Documentation
    - The Single Administrative Document
        - The official model for written declarations to customs is the Single Administrative Document (SAD). The SAD describes goods and their movement around the world and is essential for trade outside the EU or trade of non-EU goods. Goods brought into the EU customs territory are, from the time of their entry, subject to customs supervision until customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.

- The Summary Declaration is filed by:
  - the person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
  - the person in whose name the person referred to above acted.
- The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official document that contains the specific information required to identify the goods. The SAD serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU Member States. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent.
- European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Council Regulation (EEC) No. 2454/93, which lays down provisions for the implementation of the Community Customs Code (Articles 205 through 221). Articles 222 through 224 provide for computerized customs declarations and Articles 225 through 229 provide for oral declarations.
- More information on the SAD can be found at:
  - Single Administration Document
  - EU Customs Code
    - The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions went into effect on 1 May 2016. It has replaced the Community Customs Code (CCC). In addition to the UCC, the European Commission published delegated and implementing regulations on the actual procedural changes.
- Economic Operator Registration and Identification (EORI)
  - Since July 1, 2009, all companies established outside of the EU are required to have an EORI number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. An EORI number must be formally requested from the customs authorities of the specific member state to which the company first exports. Member state customs authorities may request additional documents to be submitted alongside a formal request for an EORI number. Once a company has received an EORI number, it can use it for exports to any of the 28 EU Member States. There is no single format for the EORI number. Once an operator holds an EORI number s/he can request the Authorized Economic Operator (AEO: see below under "MRA") status, which can give quicker access to certain simplified customs procedures.

        - More information about the EORI number can be found at Economic Operator Identification and Registration

    - U.S. - EU Agreement on Customs Cooperation and Mutual Assistance in Customs Matters

        - Since 1997, the U.S. and the EU have had a Customs Cooperation and Mutual Assistance in Customs Matters Agreement (CMAA). For additional information, please see Agreements with the United States

        - In 2012 the United States and the EU signed a Decision recognizing the compatibility of AEO (Authorized Economic Operator) and C-TPAT (Customs-Trade Partnership Against Terrorism), thereby facilitating faster and more secure trade between U.S. and EU operators. The World Customs Organization (WCO) SAFE Framework of Standards provides the global standard for AEO. AEO certification is issued by a national customs authority and is recognized by all Member States' customs agencies. As of April 17, 2017, an AEO can consist of two different types of authorization: "customs simplification" or "security and safety." The former allows for an AEO to benefit from simplification related to customs legislation, while the latter allows for facilitation through security and safety procedures. Shipping to a trader with AEO status could facilitate an exporter's trade as its benefits include expedited processing of shipments, reduced theft/losses, reduced data requirements, lower inspection costs, and enhanced loyalty and recognition. Under the revised Union Customs Code, in order for an operator to make use of certain customs simplifications, the authorization of AEO becomes mandatory.

        - The United States and the EU recognize each other's security certified operators and will take the respective membership status of certified trusted traders favorably into account to the extent possible. The favorable treatment provided by the Decision will result in lower costs, simplified procedures and greater predictability for transatlantic business activities. It officially recognizes the compatibility of AEO and C-TPAT programs, thereby facilitating faster and more secure trade between U.S. and EU operators. The Decision t was originally signed in May 2012 and was implemented in two phases. The first commenced in July 2012 with U.S. Customs and Border Protection (CBP) placing shipments coming from EU AEO members into a lower risk category. The second phase took place in early 2013, with the EU re-classifying shipments coming from C-TPAT members into a lower risk category. CBP identification numbers for foreign manufacturers (MID) are therefore recognized by customs authorities in the EU, as per Implementing Regulation 58/2013 (which amends EU Regulation 2454/93 cited above).

        - *Additional Information on the Decision*

- Introduction

- A key EU priority is to ensuring products marketed in the region are safe for the environment and human health. U.S. manufacturers exporting to the European Union need to ensure their products meet these requirements to enter the market.
- New Initiatives: Circular Economy & Plastics Strategy
    - On 25 September 2014, the European Commission published the Communication "Towards a circular economy: A zero waste programme for Europe". The Communication acknowledges the intense competition for resources within Europe and the need to ensure market mechanisms eliminate waste. When implementing this package, the European Commission will promote regulatory and voluntary measures that encourage the "design out" of waste during the product development cycle. These measures include introducing mandatory recycling targets for waste, improvements to energy and resource use (e.g. water) and eliminating the use of materials in products that inhibit the collection, recycling and reuse of materials in products.
    - On 16 January 2018, the European Commission published what is arguably the most important measure towards implementing the circular economy. On that day it adopted a strategy document entitled, "A European Strategy for Plastics in a Circular Economy". The strategy acknowledges that plastics have a positive and negative impact on the environment, while calling for voluntary and regulatory measures aimed at mitigating the environmental harm caused by plastics. These measures address marine litter caused by the shipping industry; measures addressing the chemical composition of plastics to encourage recycling; potential regulation on single use plastics; and funding for the development of chemical and mechanical recycling.
- Batteries
    - The EU Battery Directive adopted in 2006 applies to all batteries and accumulators placed on the EU market. This includes automotive, industrial and portable batteries. The Directive seeks to protect the environment by restricting the sale of batteries and accumulators that contain mercury or cadmium (with an exemption for emergency and alarm systems, medical equipment and cordless power tools) and by promoting a high level of collection and recycling. It places the responsibility on producers to finance the costs associated with the collection, treatment, and recycling of used batteries and accumulators. The Directive also includes provisions on the labeling of batteries and their removability from equipment. The European Commission publishes a FAQ document to assist interested parties in interpreting its provisions. For more information, see our market research report.
- Registration, Evaluation and Authorization and Restriction of Chemicals (REACH)

- REACH applies to all chemicals manufactured or imported into the EU in quantities exceeding one metric ton. The regulation entered into force in 2007 (Regulation 1907/2006) and touches virtually every industrial sector, from automobiles to textiles. REACH imposes a registration obligation on all entities affected by the one metric ton criteria by May 31, 2018. The European Chemicals Agency (ECHA) is the agency responsible for receiving and ensuring the completeness of such registrations. U.S. companies without a presence in Europe need to rely on an EU-based partner, typically either an importer or a specialized 'Only Representative'.
- In addition to the registration requirement, U.S. exporters should carefully review the REACH 'Candidate List' of Substances of Very High Concern (SVHCs) and the 'Authorization List'. Under certain conditions, substances on the Candidate List are subject to communication requirements prior to their export to the EU. Companies seeking to export chemicals on the 'Authorization List' will require an authorization. Candidate List.
- The Authorization List

- Waste Electrical and Electronic Equipment (WEEE) Directive
  - EU rules on WEEE, while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. The Directive requires U.S. exporters to register relevant products with a national WEEE authority or arrange for this to be done by a local partner. It also requires manufacturers to inform the consumer that their product should be recycled by including the "crossed out wheelie-bin" symbol on the product or with the packaging. (See the section entitled "Mandatory Marks and Labels" for more information.) The WEEE Directive was revised on July 4, 2012 and the scope of products covered was expanded to include all electrical and electronic equipment. U.S. exporters seeking more information on the WEEE Directive should visit:
- Restriction on Hazardous Substances RoHS
  - The ROHS Directive imposes restrictions on the use of certain chemicals in electrical and electronic equipment. It does not require specific customs or import paperwork however, manufacturers must self-certify that their products are compliant and affix a "CE" mark. (See the section entitled "Mandatory Marks and Labels" for more information.) The 2011 revisions to the ROHS Directive significantly expanded the scope of covered products. Generally, U.S. exporters have until July 22, 2019 to bring products into compliance that were once outside the scope. U.S. exporters seeking more information on the RoHS Directive should visit:

- Cosmetics Regulations
    - The EU legislation harmonizing the regulation of cosmetic products has applied since July 11, 2013. The most controversial element of the regulation was the introduction of an EU-wide system for the notification of cosmetic products to the European Commission prior to their placement on the EU market. Only an EU-established entity may submit such a notification. Therefore U.S. exporters must either retain a "Responsible Person" to act on their behalf, rely on the entity responsible for the import of their product into the EU, or establish a presence in an EU Member State.
- Agricultural Documentation
    - Phytosanitary Certificates: Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.
    - Sanitary Certificates: For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, for pharmaceutical use, or strictly for non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these certificates are uniform throughout the EU but the harmonization process is still ongoing. Most recently, certificates for a series of highly processed products including chondroitin sulphate, hyaluronic acid, hydrolyzed cartilage products, chitosan, glucosamine, rennet, isinglass and amino acids are being harmonized. Until harmonization is finalized, certain member state import requirements continue to apply. In addition to the legally required EU health certificates, a number of other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes. Up-to-date information on Harmonized Import Requirements.
    - Sanitary Certificates (Fisheries)
        - In April 2006, the European Union declared the U.S. seafood inspection system to be equivalent to the European one. Consequently, a specific public health certificate must accompany U.S. seafood shipments. The U.S. fishery product sanitary certificate is a combination of Commission Decision 2006/199/EC for the public health attestation and of Regulation 1012/2012 for the general template and animal health attestation. Unlike for fishery products, the U.S. shellfish sanitation system is not equivalent to that of the EU's. The EU and the United States are currently negotiating a veterinary equivalency agreement on shellfish. In the meantime, the EU still has a ban in place (since July 1, 2010), that prohibits the

import of U.S. bivalve mollusks, in whatever form, into EU territory. This ban does not apply to wild roe-off scallops.

- Since June 2009, the only U.S. competent authority for issuing sanitary certificates for fishery and aquaculture products is the U.S. Department of Commerce, National Marine Fisheries Service (NOAA-NMFS).
- In addition to sanitary certificates, all third countries wishing to export fishery products to the EU are requested to provide a catch certificate. This catch certificate certifies that the products in question have been caught legally.
- For detailed information on import documentation for seafood, please contact the NOAA Fisheries office at the U.S. Mission to the EU (stephane.vrignaud@trade.gov) or visit the following NOAA dedicated website

Labeling/Marking Requirements

- 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.
- Summary
    - There is a broad array of EU legislation pertaining to the marking, labeling and packaging of products, with neither an “umbrella” law covering all goods nor any central directory containing information on marking, labeling and packaging requirements. This overview is meant to provide the reader with a general introduction to the multitude of marking, labeling and packaging requirements or marketing tools to be found in the EU.
- Introduction
    - The first step in investigating the marking, labeling and packaging legislation that might apply to a product entering the EU is to draw a distinction between what is mandatory and what is voluntary. Decisions related to mandatory marking, labeling and/or packaging requirements may sometimes be left to individual Member States.

Furthermore, voluntary marks and/or labels are used as marketing tools in some EU Member States. This report is focused primarily on the mandatory marks and labels seen most often on consumer products and packaging, which are typically related to public safety, health and/or environmental concerns. It also includes a brief overview of a few mandatory packaging requirements, as well as more common voluntary marks and/or labels used in EU markets.

- It is also important to distinguish between marks and labels. A mark is a symbol and/or pictogram that appears on a product or its respective packaging. These range in scope from signs of danger to indications of methods of proper recycling and disposal. The intention of such marks is to provide market surveillance authorities, importers, distributors and end-users with information concerning safety, health, energy efficiency and/or environmental issues relating to a product. Labels, on the other hand, appear in the form of written text or numerical statements, which may be required but are not necessarily universally recognizable. Labels typically indicate more specific information about a product, such as measurements, or an indication of materials that may be found in the product (such as in textiles or batteries).

- <u>Overview</u>
  - Mandatory Marks & Labels
    - Textiles
    - Cosmetics
    - Dangerous Substances
    - Explosive Atmosphere
    - Electrical & Electronic Equipment
    - Household Appliances
    - Pricing
    - Footwear
    - Units of Measurement
    - Automotive
    - Tire labeling
    - Maritime
    - Materials in Contact with Food
    - Noise Emissions
    - Wood packaging
    - Energy Efficiency

- Voluntary Marks and Labels
    - Cup/Fork Symbol (material in contact with food)
    - Eco-Label
    - Green Dot
    - Energy Star
    - 'e' Mark
- Recycling Marks
    - Voluntary and mandatory marks and labels apply to all Member States of the EU, countries in the European Economic Area, European Free Trade Association, as well as candidate countries seeking membership to the EU.

- <u>Mandatory Marks and Labels</u>
    - CE MARKING

    - This is probably the most widely used and recognized marking required by the EU. Found in all "New Approach" legislation with a few exceptions, the CE marking demonstrates that a product meets all essential requirements (typically related to safety, health, energy efficiency and/or environmental concerns). CE marking is required for the following products/product families:
        - Cableway Installations
        - Civil explosives
        - Construction products
        - Electrical/electronic products
        - Electromagnetic compatability
        - Low voltage
        - Restriction of Hazardous Substances
        - Energy efficiency
        - Equipment and protective systems in potentially explosive atmospheres
        - Gas appliances
        - Hot water boilers

- Lifts
- Machinery
- Medical devices (3)
- Non-automatic weighing instruments
- Personal proective equipment
- Pressure equipment
- Radio equipment
- Recreational crafts
- Refrigeration appliances
- Simple pressure vessels
- Toys

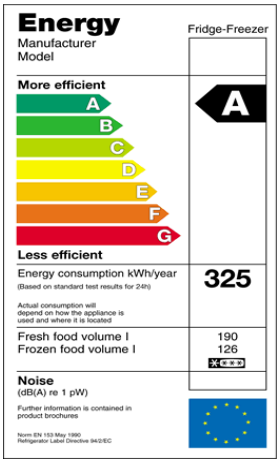
- For each "New Approach" law there is a separate list of references to harmonized European standards, the use of which provides the manufacturer with the 'presumption of conformity' with essential requirements. While other non-EU standards may be used to demonstrate a product's compliance with the applicable directive(s), the manufacturer will have to provide detailed information regarding the compliance process. An array of standardized safety warning symbols/pictograms may also be applicable to each of the above product categories.
- In 2008, the EU adopted a package of measures known as the New Legislative Framework (NLF) which provides a regulatory 'toolbox' for new and revised EU product safety legislation. The framework is designed to improve market surveillance, more clearly define the responsibilities of manufacturers, importers and distributors, and clarify the meaning of CE marking across a wide-range of product groups. In February 2014, to align product harmonization legislation with the provisions of the NLF (most notably Decision 768/2008), the European Union adopted an "Alignment Package" consisting of eight revised CE marking directives. These newly aligned directives are in force since 2016.
- Note: The EU is currently finalizing new legislation that will impact CE marking for medical devices. The new regulations have transition period with the new measures coming into force in 2020 for medical devices and 2022 for in-vitro medical devices.
- For more information:
    - CE Marketing
    - Harmonized Standards

        - New Legislative Framework
        - CE Marking Laws Applicable

- THE WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT DIRECTIVE (WEEE)

    - This directive is designed to tackle the rapidly increasing waste stream of electrical and electronic equipment, and complements European Union measures on landfills and waste incineration. Increased recycling of electrical and electronic equipment, in accordance with the directive requirements, limits the total quantity of waste going to final disposal. This directive affects the following product categories:
        - Large and small household appliances
        - Consumer equipment
        - Lighting equipment
        - IT and Telecommunication equipment
        - Electrical and Electronic Tools
        - Toy and Sports equipment
        - Medical Devices
        - Monitoring and control equipment
        - Automatic dispensers
    - The symbol shown above must be displayed on all products that fall under this directive, and indicates that the product is not to be discarded with normal household waste. It is a required mark on batteries. In instances where this symbol cannot be displayed on the equipment itself, it should be included on the packaging.
    - For more information:
        - Directive 2012/19/EU

- ENERGY LABELING



- Directive 2010/30/EU "on the indication by labeling and standard product information of the consumption of energy and other resources by energy-related products" sets a framework for the adoption of product-specific directives on the proper energy efficiency labeling for each concerned product. With the adoption of Regulation 2017/136 on energy labeling, which entered into force on August 1, 2017, the original directive 2010/30/EU was repealed; labeling categories were simplified; and the scope was extended.
- Suppliers are to supply free of charge labels or product fiches containing information about consumption of electric or other energy sources to their dealers. Dealers display labels in a visible and legible way, and make the fiche available in product brochures or other literature.
- For more information:
    - Clearer Energy Labelling
    - Energy Consumption

- DEVICES FOR USE IN POTENTIALLY EXPLOSIVE ATMOSPHERE (A TEX)

- In addition to applying a CE marking for products falling under the ATEX Directive (2014/34/EC), it is necessary to display the Ex mark, which is a specific marking of explosion protection. Located next to the 'Ex' mark will be a symbol designating the product group or category as specified in the directive.

- The revised ATEX Directive (2014/34/EC) was adopted in February 2014 as part of the New Legislative Framework alignment package. It replaced the existing directive and became applicable on April 20, 2016.
- For more information:
    - Mechanical Engineering
    - Directive 2014/34/EU

- NOISE EMISSION OF OUTDOOR EQUIPMENT

- Machines used outdoors are subject to CE marking requirements. Noise emission levels are covered separately. The sample mandatory label shown above specifies noise emission levels.
- For more information:
    - Noise Emissions

- MARITIME

- The "steering wheel" mark shown above is the equivalent of CE marking for marine equipment. It applies to equipment for use on board any new EU ship, wherever the ship is situated at the time of construction, and to equipment placed on board existing EU ships, whether for the first time or to replace equipment already carried on board. It does not apply to equipment already on board on the date on which the directive entered into force in 1997. The directive applies to the following equipment categories:
    - Life-saving appliances
    - Marine pollution prevention\
    - Fire protection
    - Navigation equipment

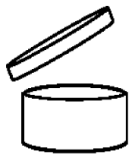
        - Radio-communication equipment
    - A revised Marine Equipment Directive (2014/90/EC) was adopted in July 2014 and is applicable since September 18, 2016.
    - For more information
        - Directive 2014/90/EC
- TEXTILES
    - Textile products must be labeled or marked whenever they are put onto the market for production or commercial purposes (sale). The names, descriptions and details of a textile's fiber content must be indicated on products available to consumers. With the exception of trademarks or the name of the undertaking, information other than that required by the directive must be listed separately. Member States may require that their national language be used on the labeling and marking required by the directive.
    - For more information:
        - Textiles Legislation
- FOOTWEAR

lining & sock

    - Labels must convey information relating to the upper, the lining and insole sock, and the outer-sole of the footwear article. The information must be conveyed by means of approved pictograms or textual information, as defined by the directive.
    - The label must be legible, firmly secured and accessible, and the manufacturer or the authorized agent established in the Community is responsible for supplying the label and for the accuracy of the information contained therein. Only the information provided for in the directive need be supplied. There are no restrictions preventing additional information being included on the label.
    - For more information:
        - Footwear
- COSMETICS
    - Containers and/or packaging (in certain cases) must bear, in indelible, easily legible and visible characters, the following:

- The name, trade name and address, or registered office, of the manufacturer or person responsible for marketing the cosmetic product within the Community
- The nominal contents at the time of packaging (by weight or volume)
- The date of minimum durability indicated by "Best before end", for products with a minimum durability of less than 30 months. In this case the following must figure on the packaging:

- The period after opening during which the product can be used without harm to the consumer, for products with a minimum durability of less than 30 months (indicated by a symbol representing an open cream jar, as shown below):



- Particular precautions for use
- The batch number or product reference, for identification
- The product's function

▪ If it is impossible for practical reasons to print on the packaging all the conditions of use and particular warnings, an enclosed leaflet, label or tape has to be provided and the following symbol has to be on the packaging:

▪ The Member States are to draw up procedures for providing the information set out above in the case of cosmetic products that have not been pre-packaged. The product function and list of ingredients also have to appear on the container or packaging. Member States may stipulate that the information on the label is provided in their national or official language(s).

▪ About the labeling of nanomaterials present in cosmetics:

- The Cosmetics regulation indicates that from July 2013 “all ingredients present in the form of nanomaterials shall be clearly indicated in the list of ingredients” and that “the names of such ingredients shall be followed by the word ‘nano’ in brackets”.

- For more information:
  - Regulation 1223/2009
  - Market Research Report on "EU Cosmetics Legislation"

- DANGEROUS SUBSTANCES

  - Regulation on the Classification, Labeling and Packaging of Chemicals
  - The labeling of dangerous substances must indicate the following:
    - The name of the substance
    - The origin of the substance (the name and address of the manufacturer or distributor)
    - The danger symbol and an indication of danger involved in the use of the substance
    - A reference to the special risks arising from such dangers.
  - The dimensions of the label must not be less than a standard A8 sheet (52 x 74mm), and each symbol must cover at least one-tenth of the label’s surface area. Member States may require their national language(s) to be used in the labeling of dangerous substances. Where the packaging is too small, the labeling may be affixed in some other manner. The packaging of products considered dangerous which are neither explosive nor toxic may go unlabeled if the product contains such small quantities of dangerous substances that there is no danger to users.
  - Symbols must be employed if the substance can be defined as any one of the following (as shown above): explosive, oxidizer, flammable, harmful, toxic irritant, corrosive, or harmful to environment. Containers of hazardous substances should include, in addition to the appropriate symbols, a raised triangle to alert the vision-impaired to their contents. Note that this directive has undergone numerous amendments relating, amongst other things, to the marking and labeling of additional substances. Accordingly, it is advisable to consult all literature.

- Regulation 1272/2008 implements the classification, labeling and packaging requirements for chemicals based on the Worldwide United Nation's Globally Harmonized System (UN GHS).
- For more information
  - Regulation 1272/2008/EC on the classification, labeling and packaging
- Legal Metrology and Metric Units of Measurement
  - This legislation specifies permissible ranges of nominal quantities, container capacities and the weights or volumes of prepackaged products. Manufacturers are advised to take note that all labels require metric units, although dual labeling is also acceptable.
  - For more information
    - Legal Metrology

- PRICE DISPLAY
  - The directive requires an indication of the selling price, and price per unit of measurement, on all products offered to consumers. The aim is to improve the information available to the consumer and to facilitate price comparison. This information must be unambiguous, clearly legible and easily identifiable. If advertising mentions the item's selling price, it must also indicate its unit price. For products sold in bulk, the unit price is the only item whose indication on the label is mandatory. National authorities may provide alternatives for products sold by small retail business operations.
  - For more information
    - Directive 98/6/EC on the indication of the prices of products offered to consumers.

- AUTOMOTIVE DISPLAY

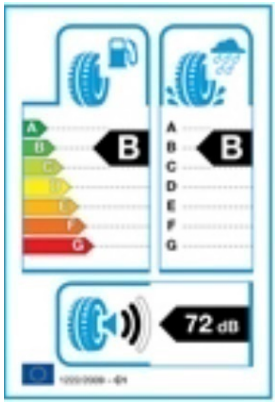
  - Nearly every vehicle component must be certified for safety as specified under the various directives relating to automobiles. The number shown in the rectangle on the label indicates the particular Member State in which the approval process was conducted. A "base approval number" must also be provided adjacent to this certification. This four-digit number will correspond to the directive and type of device in question. The country-number correlation is as follows (this is not an exhaustive list):

1	Germany	6	Belgium	18	Denmark
2	France	9	Spain	21	Portugal
3	Italy	11	UK	23	Greece
4	Netherlands	13	Luxembourg	24	Ireland

- For more information:
  - All existing directives on motor vehicles, in chronological order, available online at: Existing Motor Vehicles Directives
- Photometry

  - A similar marking is an 'E' surrounded by a circle, which applies to the testing of headlight lamps, brake light lamps and turning signal lamps of all vehicles seeking EU market entry. These include consumer vehicles, low-volume production trucks, light and heavy goods vehicles, trailers, motorcycles, cranes, agriculture and forestry tractors, and special-purpose and off-road vehicles.
  - For more information:
    - Automotive Legislation

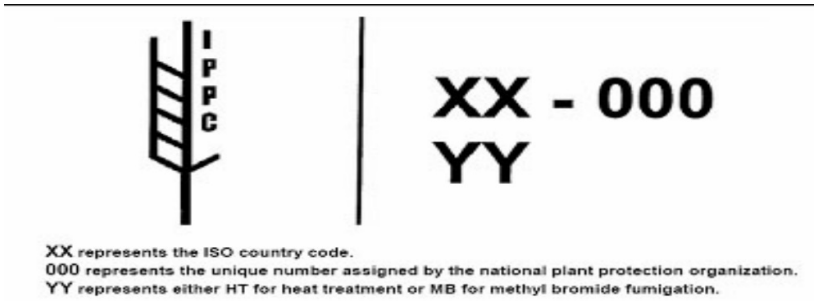
- TIRE LABELING



- Tire label legislation requires that tire manufacturers declare fuel efficiency, wet grip and external rolling noise performance of C1, C2 and C3 tires (i.e. tires mainly fitted on passenger cars, light and heavy duty vehicles).

- The objective of the regulation is better information for the consumer and a contribution to a more energy efficient transport policy.
- For more information:
  - Energy Topics
  - Directive 1222/2009/EC
  - Directive 288/2011/EC

- PACKAGING MATERIAL
  - The EU Packaging and Packaging Waste Directive harmonized member state legislation regarding packaging material composition and the management of packaging waste. Composition of packaging material is addressed in a series of EU-wide standards. For the management of packaging waste through recycling targets and collection and recycling systems, Member States have adopted voluntary marking mentioned in the following pages.
  - For more information:
    - Directive 94/62/EC
  - Wood Packaging



    - Like the United States, the EU has adopted legislation to ensure pest control in wood packaging. The marking used for regulated materials is based on the International Plant Protection Convention compliance symbol shown above.
    - For more information:
      - Requirements for wood packaging and dunnage

- Voluntary Marks and Labels
  - MATERIALS IN CONTACT WITH FOOD

- Manufacturers of containers, plates, cups, and other material that is intended to come into contact with food are required to check the compliance of their product with EU chemical safety requirements. Using the symbol shown above shows compliance with these requirements. It is mandatory to comply with the legislation, but the use of the symbol is voluntary.
- For more information:
    - Legislation on Food Contact Materials
- The e-MARK

    - The e-mark, shown above, acts as a metrological "passport" to facilitate the free movement of prepackaged goods. It guarantees that certain liquids and other substances have been packed by weight or volume in accordance with the directives. While compliance is not mandatory, free movement throughout the EU is guaranteed for prepackaged products that do comply with the provisions of the directive.
    - Containers with an e-mark also bear an indication of the weight or volume of the product, known as its "nominal" weight or volume. The packer (or importer, if the container is produced outside the EU) is responsible for ensuring that the containers meet the directive's requirements.
    - For more information:
        - Prepackaging

- THE ECO-LABEL

- The European Eco-label enables European consumers, including public and private purchasers, to easily identify officially approved green products across the European Union, Norway, Liechtenstein and Iceland. Introduced in 1992, the label communicates to the customer that the marked products

meet specific eco-friendly criteria that have been developed to apply to everyday consumer goods and services.

- The symbol may apply to the following 27 product and services groups:

All-purpose cleaners and cleaners for sanitary facilities	Household cleaning products	Textile products
Bed mattresses	Laundry detergents	Tissue paper
Campsite Services	Light bulbs	Tourist accommodation service
Copying and graphic paper	Lubricants	Vacuum cleaners
Detergents for dishwashers	Paints and varnishes	Washing machines
Dishwashers	Personal computers	Wooden coverings
Footwear	Printed paper products	Wooden furniture
Furniture	Refrigerators	
Growing media and Soil improvers	Soaps, shampoos and hair conditioners	
Hand dishwashing detergents	Soil improvers	
Hard floor coverings	Televisions	
Heat pumps	Textile coverings	

- Manufacturers should be aware that similar eco-friendly markings are often used nationally, such as the Nordic Swan or the German Blue Angel, shown below.

- The Eco-label program has recently been expanded to cover fish and fishery products. This means that eco-labeled products have been produced in accordance with specific environmental standards.
- Private Eco labels have been developed by the seafood industry to "influence the purchasing decision of consumers and the procurement policies of retailers selling seafood products, in order to reward producers involved in responsible fishing and aquaculture practices leading towards sustainable use of natural resources."
- There are multiple eco-label schemes, and logos, developed by a variety of operators and according to different characteristics. This confusing situation has led to a need for harmonization and coherence. In response, the UN Food and Agriculture Organization (FAO) has developed a "Guideline for the Eco-Labeling of Fish and Fishery Products from Marine Capture Fisheries."
- The U.S. government has decided not to engage in the development of such marketing tool. Instead, NOAA Fisheries has developed a comprehensive website where stakeholders, including consumers, can find facts about a specific species of fish and related fisheries. Consumers can then make their own purchasing choice: Fish
- The European Commission is currently preparing, at the request of the European Parliament and the Council, a feasibility report on options for a Union-wide eco-label scheme for fishery and aquaculture products. Some EU Member States have already created their own National eco label.
- For more information:
    - European Eco-Label website
    - Eco-labels for Fisheries and aqua products

- RECYCLING

- The "mobius loop" (sometimes known as the "chasing arrows"), based on an international standard, may be found on products throughout Europe and is meant to help consumers identify and participate in recycling schemes for product packaging and materials. As well as being used on printed packaging, the chasing arrows symbol is sometimes featured in the molds of glass, metal, paper, or plastic products. Various kinds of loops indicate whether the product is recyclable, recycled or contains recycled material.

- For more information:
    - http://ec.europa.eu/environment/waste/target_review.htm
- Plastics

    - The symbol above is an example of how a plastic's type may be indicated on a product. As part of the EU voluntary identification system for plastics, the following marks are used for the most common types of plastics (Decision 97/129/EC):

EU Number	Abbreviated Description	Full Plastic Description
1	PET	Polyethylene Terephthalate
2	HDPE	High Density Polyethylene
3	PVC	Poly Vinyl Chloride
4	LDPE	Low Density Polyethylene
5	PP	Polypropylene
6	PS	Polystyrene

- Glass

    - There are no EU-wide symbols used to designate the recyclable nature of glass. However, it is certainly encouraged on the national level with an array of symbols. The one shown above is just one small sample of the total existing to show recyclability.

- GREEN DOT

- The Green Dot system is a scheme in which participating bodies coordinate the collection, sorting and recovery of used packaging. This system is actually administered according to national packaging laws (adhered to by packaging manufacturers, fillers, retailers and importers), and it should be noted that all participating national systems operate independently. The umbrella organization, PRO-Europe, is responsible for managing the Green Dot labeling system in Europe. More than 460 billion pieces of packaging marked with the Green Dot, shown above, are distributed worldwide. Interested applicants should contact one of the national administering authorities. Pro Europe

U.S. Export Controls

- Denmark's export controls comply with EU regulations covering four regimes: Nuclear Suppliers Group; Wassenaar (general products), Missile Technology Control Regime and the Australia Group (chemicals). In 2001, Denmark implemented a new export control system for dual-use products modeled on the U.K. export control compliance code.
- Key link and more information: http://www.dba.erhvervsstyrelsen.dk/export-controls
- The U.S. Department of Commerce's Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and re-export of some commercial items, including "production" and "development" technology.
- The items that BIS regulates are often referred to as "dual use" since they have both commercial and military applications. Further information on export controls is available at: BIS Exporting Controls and BIS Enforcement
- BIS has developed a list of "red flags," or warning signs, intended to discover possible violations of the EAR. The list can be found in the "Know Your Customer" guidance document.
- If there is reason to believe a violation is taking place or has occurred, report it to the Department of Commerce by calling the 24-hour hotline at +1(800) 424-2980, or via the confidential lead page at: BIS Reporting Violations
- The EAR does not control all goods, services, and technologies. Other U.S. government agencies regulate more specialized exports. For example, the U.S. Department of State has authority over defense articles and services. A list of other agencies involved in export control can be found on the BIS website.

- It is important to note that in August 2009 a broad-based interagency review of the U.S. export control system was initiated, with the goal of strengthening national security and the competitiveness of key U.S. manufacturing and technology sectors by focusing on current threats, as well as adapting to the changing economic and technological landscape. As a result, the Administration launched the Export Control Reform Initiative (ECR Initiative) which is designed to enhance U.S. national security and strengthen the United States' ability to counter threats such as the proliferation of weapons of mass destruction.
- The reform is being implemented in three phases. Phases I and II reconcile various definitions, regulations, and policies for export controls, all the while building toward Phase III, which will create a single control list, single licensing agency, unified information technology system, and enforcement coordination center.
- For additional information on ECR
    - BIS provides a variety of training sessions to U.S. exporters throughout the year. These sessions range from one to two-day seminars and focus on the basics of exporting as well as more advanced topics. A list of upcoming seminars
    - For further details about the Bureau of Industry and Security and its programs, please visit the BIS website.

Temporary Entry

- Most foreign businesses needing to export temporarily into Denmark choose 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.
- www.commerce.gov
- Specific information on the ATA Carnet customs procedure used for temporary importation, transit and temporary admission of goods designed for specific purposes, duty-free and tax-free (such as professional equipment for presentations or trade fairs, for example) can be found here: https://www.export.gov/article?id=ATA-Carnet

Prohibited & Restricted Imports

- The Tarif Intégré de la Communauté (TARIC) 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 product is prohibited or subject to restriction, check the TARIC for the following codes:
- *CITES Convention on International Trade of Endangered Species*
- *PROHI Import Suspension*
- *RSTR Import Restriction*

- For information on how to access the TARIC, see the Import Requirements and Documentation Section.
- Key Link: Taxation Customs and Tariffs

Customs Regulations and Contact Information

- 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

  Sluseholmen 8B,

  DK-2450 København

  Danmark

  http://www.skat.dk/

  Tel: +45 72-221818

- The following provides information on major regulatory efforts of the EC Taxation and Customs Union Directorate:
- The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions apply from 1 May 2016. It replaces the Community Customs Code (CCC). In addition to the UCC, the European Commission has published delegated and implementing regulations on the actual procedural changes. These are included in Delegated Regulation (EU) 2015/2446, Delegated Regulation (EU) 2016/341 and the Implementing Regulation (EU) 2015/2447.
- There are a number of changes in the revised customs policy which also require an integrated IT system from the customs authorities. In April 2016, the European Commission published an implementing decision (number: 2016/578) on the work program relating to the development and deployment of the electronic systems of the UCC. The EC continues to evaluate the timeline by which the EU-wide integration of the customs IT system can be implemented. The current deadline of December 2020 may be extended until 2025 (draft proposal)
- Key Link: Homepage of Customs and Taxation Union Directorate (TAXUD) Website
- Customs Valuation – Most customs duties and value added tax (VAT) are expressed as a percentage of the value of goods being declared for importation. Thus, it is necessary to dispose of a standard set of rules for establishing the goods' value, which will then serve for calculating the customs duty.
- Given the magnitude of EU imports every year, it is important that the value of such commerce is accurately measured for the purposes of:
  - economic and commercial policy analysis;
  - application of commercial policy measures;

    - proper collection of import duties and taxes; and
    - import and export statistics.
- These objectives are met using a single instrument - the rules on customs value.
- The EU applies an internationally accepted concept of 'customs value'.
- The value of imported goods is one of three 'elements of taxation' that provides the basis for assessment of the customs debt, which is the technical term for the amount of duty that has to be paid, the other ones being the origin of the goods and the customs tariff.
- Key Link: Customs Procedures

Standards for Trade

- Overview
    - Products tested and certified in the United States to U.S. regulations and 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.
    - European Union legislation and standards created under the New Approach are harmonized across the Member States and European Economic Area countries to allow for the free flow of goods. An example of the New Approach is CE marking.
    - The concept of New Approach legislation is slowly disappearing as the New Legislative Framework (NLF), which entered into force in January 2010, was put in place to serve as a blueprint for existing and future CE marking legislation. Existing legislation has been reviewed to bring them in line with the NLF concepts, which means that, as of 2016, *new requirements are being addressed and new reference numbers are to be used on declarations of conformity.* For more information about the NLF.
    - While harmonization of EU legislation can facilitate access to the EU Single Market, manufacturers should be aware that regulations (mandatory) and technical standards (voluntary) might also function as barriers to trade if U.S. standards are different from those of the European Union.
    - *Agricultural Standards*
        - The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades, and in January 2002 the EU publicized a general food law establishing the general principles of EU food law. This Regulation introduced mandatory traceability throughout the feed and food chain as of Jan 1, 2005. For specific information on agricultural standards, please refer to the Foreign Agricultural Service's website/

        - There are also export guides to import regulations and standards available on the Foreign Agricultural Service's website: FAIRS Export Certificate Report

- Standards
    - 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:
        1. CEN, European Committee for Standardization
        2. CENELEC, European Committee for Electrotechnical Standardization
        3. ETSI, European Telecommunications Standards Institute

    - 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 delegate experts to 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 provides some of 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, labor and consumer groups. The Commission also provides money to the European standards bodies when it mandates standards development for harmonized standards that will be linked to EU legislation. Mandates – or requests (the Commission requests CEN/CENELEC or ESTI to develop standards) for standards.
    - Given 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 the Western Balkan countries among others. Another category, called "companion standardization body" includes the standards organization of Morocco, Israel, Kazakhstan and Australia, among others which are not likely to become a CEN member or affiliate for political and geographical reasons.
    - To view what CEN and CENELEC have in the pipeline for future standardization, it is best to visit their websites. Other than their respective annual work plans, CEN's "what we do" page provides an overview of standards activities by subject. Both

CEN and CENELEC offer the possibility to search their respective database. ETSI's portal links to ongoing activities.

  - The European Standardization system and strategy was reviewed in 2011 and 2012. The new standards regulation 1025, adopted in November 2012, clarifies the relationship between regulations and standards and confirms the role of the three European standards bodies in developing harmonized standards (EN)[1]. The emphasis is also on referencing international standards where possible. For information, communication and technology (ICT) products, the importance of interoperability standards has been recognized. Through a relatively recent mechanism, a "Platform Committee" reporting to the European Commission will decide which deliverables from fora and consortia might be acceptable for public procurement specifications. The European standards bodies have been encouraged to improve efficiency in terms of delivery and to look for ways to include more societal stakeholders in European standardization. The Joint Initiative on Standardization, launched in 2016 with a number of action items to improve European standardization, involves a large group of stakeholders who are committed to deliver results by 2019.
  - Key Link: Standardization Policy

- Standards Organizations
  - The Danish Standards Association is a private, non-profit organization, which has been approved as a technological service institute (GTS institute). The mission of the Danish Standards Association is to provide services pertaining to standardization, certification and the communication of knowledge. The Danish Standards Association is Denmark's national standardization body and one of the leading certification enterprises in Denmark.
  - In addition, the 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.
  - The Danish Standards Association can answer questions regarding:
    - European, international, and national standards certification services
    - Notifications
    - EU directives
    - Harmonized standards
    - CE marking
- Conformity Assessment

[1] An EN standard is a standard developed by CEN/CENELEC and ETSI at the request of the EC in order to meet the essential requirements or other provisions of relevant European Union harmonization legislation

- Conformity Assessment is a mandatory step for the manufacturer in the process of complying with specific EU harmonized legislation. The purpose of conformity assessment is to ensure consistency of compliance during all stages, from design to production, to facilitate acceptance of the final product. EU product legislation gives manufacturers some choice regarding 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. Conformity assessment bodies in individual Member States are listed in the New Approach Notification and Designated Organizations (NANDO) information system.
- **Key Link:** NANDO
  - To promote market acceptance of the final product, there are a number of voluntary conformity assessment programs. CEN's certification system is known as the Keymark. Neither CENELEC nor ETSI offer conformity assessment services.

- Product Certification
  - To sell products in the EU market of 28 Member States as well as in 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. The CE marking process is very complex and this section attempts to provide some background and clarification.
  - Products manufactured to standards adopted by CEN, CENELEC or ETSI, and referenced in the Official Journal as harmonized standards, are presumed to conform to the requirements of EU legislation. 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 market surveillance of regulated products. As market surveillance was found lacking, the EU adopted the New Legislative Framework, which went into force in 2010. As mentioned before, this framework is like a blueprint for all CE marking legislation, harmonizing definitions, responsibilities, European accreditation and market surveillance.

- 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 local contact 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
  - Independent test and certification laboratories, known as notified bodies, have been officially accredited by competent national authorities to test and certify to EU requirements.
  - "European Accreditation" 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 to appropriate EN and ISO/IEC standards.

- Publication of Technical Regulations
  - Official Journal of the EU is the official publication of the European Union. It is published daily on the internet and consists of two series covering adopted legislation as well as case law, studies by committees. It also lists the standards reference numbers linked to legislation (Harmonized Standards).
  - National technical regulations are published on the Commission's website to allow other countries and interested parties to comment.
  - National Institute of Standards and Technology's (NIST) Notify U.S. Service
    - 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. The **Notify U.S. Service** 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 your access to international markets. Register online at Internet URL: Notify U.S.

- Contact Information
  - *U.S. Mission to the EU*

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- **National Institute of Standard & Technology**

  Gordon Gillerman Standards Coordination Office

  100 Bureau Dr.

  Mail Stop 2100

  Gaithersburg, Maryland 20899

  Tel: (301) 975-4000

- **CEN- European Committee for Standardization**

  Avenue Marnix 17

  B – 1000 Brussels, Belgium

  Tel: 32.2.550.08.11

  Fax: 32.2.550.08.19

- **CENELES- European Committee for Electrotechnical Standardization**

  Avenue Marnix 17

  B – 1000 Brussels, Belgium

  Tel: 32.2.519.68.71

  Fax: 32.2.519.69.15

- **ETSI- European Telecommunications Standards Insitute**

  Route des Lucioles 650

  Sophia Antipolis

  F-06560 Valbonne France

  Tel: 33.4.92.94.42.00

  Fax: 33.4.93.65.47.16

- **SBS- Small Business Standards**

  4, Rue Jacques de Lalaing
  B-1040 Brussels
  Tel: 32.2.285.07.27 Fax : +32-2/230.78.61

- **ANEC- European Association for the Co-ordination of Consumer Representation in Standardization**

Avenue de Tervuren 32, Box 27

B – 1040 Brussels, Belgium

Tel: 32.2.743.24.70

Fax: 32.2.706.54.30

- **ECOS- European Environmental Citizens Organization for Standardization**

  Rue d'Edimbourg 26

  B – 1050 Brussels, Belgium

  Tel: 32.2.894.46.68

  Fax: 32.2.894.46.10

- **EOTA- European Organization for Technical Assessment**

  Avenue des Arts 40

  B – 1040 Brussels, Belgium

  Tel: 32.2.502.69.00

  Fax: 32.2.502.38.14

Trade Agreements

- 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 EU Trade Agreements.

Licensing Requirements for Professional Services

- The recognition of skills and qualifications acquired by EU citizens in EU Member States, including the corresponding recognition procedures and charges are, in correspondence with article 165 of the TFEU, the responsibility of Member States. Similarly, recognition of skills and qualification earned in third countries is also a national responsibility.
- However, the European Commission takes initiative to facilitate recognition procedures. For example:
  - Recognition of professional qualifications obtained in one Member State for the purposes of access and pursuit of regulated professions in another Member State is subject to Directive 2005/36.
  - Recognition of qualifications for academic purposes in the higher education sector, including school-leaving certificates is subject to the *Lisbon Recognition Convention*. The ENIC-NARIC network provides advice on (cross-border) recognition of these qualifications.
- Recognition in other cases is assessed and granted (or denied) by the receiving educational provider or employer. For them to be able to recognise skills and qualifications an

understanding of the level, content and quality is needed. The Commission currently explores the possibilities on how to better support these recognition decisions.

- The "Your Europe" website maintains a webpage dedicated to help citizens identify what the regulated professions are and what document are needed for their recognition in each Member State. Please see: Recognition of Professional Qualification.

Resources

- The Danish Standards Association (Dansk Standard)

  Göteborg Plads 1

  DK-2150 Nordhavn

  Tlf: +45 39-966101

  Fax: +45-39966102

  www.ds.dk

- EU websites:
  - TARIC
  - The Modernized Community Customs Code
  - ECHA
  - Taxation and Customs Union
  - Security and Safety Amendment to the Customs Code
  - Electronic Customs Initiative
  - Modernized Community Customs Code Regulation
  - Legislation related to the Electronic Customs Initiative
  - Trade Helpdesk: http://trade.ec.europa.eu/tradehelp/
  - What is Customs Valuation?
  - Establishing the Community Customs Code
  - Pre-Arrival/Pre-Departure Declarations
  - AEO: Authorized Economic Operator
  - Contact Information at National Customs Authorities
  - New Legislative Framework
  - Cenelec, European Committee for Electrotechnical Standardization
  - ETSI, European Telecommunications Standards Institute
  - CEN, European Committee for Standardization
  - Standardisation- Mandates

- ETSI- Portal- E-Standardisation
- CEN- Sector
- CEN- Standard Search
- NANDO (New Approach Notified and Designated Organizations) Information System
- European Co-Operation for Accreditation
- Eur-Lex- Access to European Union Law
- Standards Reference Numbers
- What's New?
- National Technical Regulations
- NIST- Notify U.S.
- European Union Eco-Label Homepage

- U.S. websites:
  - National Trade Estimate Report on Foreign Trade Barriers
  - Agricultural Trade Barriers
  - Trade Compliance Center
  - U.S. Mission to the European Union
  - The New EU Battery Directive
  - The Latest on REACH
  - CE Marking
  - WEEE and RoHS in the EU
  - Overview of EU Certificates (FAS)
  - Center for Food Safety and Applied Nutrition
  - Trade Agreements

Investment Climate Statement

Executive Summary

Separate reports on the investment climates for Greenland and for the Faroe Islands can be found at the end of this report.

- Denmark is regarded by many independent observers as one the world's most attractive business environments and is characterized by political, economic, and regulatory stability. It is a member of the European Union (EU) and Danish legislation and regulations conform to EU standards on virtually all issues. It maintains a fixed exchange rate policy, with the Danish Krone linked closely to the Euro. Denmark is a social welfare state with a thoroughly modern market economy reliant on free trade in goods and services. It is a net exporter of food, fossil fuels, chemicals and wind power, but depends on raw material imports for its manufacturing sector. Within the EU, Denmark is among the strongest supporters of liberal trade policy. Transparency International regularly ranks Denmark as having among the world's lowest levels of perceived public sector corruption.
- The Danish economy is enjoying a solid upswing. GDP grew at 2.2 percent in 2017, the best rate seen since 2007. Economic growth is expected to continue at about 2 percent rate in 2018 and 2019. Employment is at a historical high level, with unemployment at 4.1 percent at the end of 2017. Danish companies are performing well, and their willingness to invest in order to meet market demand is high. With the current low unemployment, the risk of labor bottleneck issues is increasing in certain sectors, mainly construction, where demand for skilled labor outstrips supply. Danish businesses benefit from growing global activity, while consumers' purchasing power has increased due to increased employment, low interest rates, and positive real wage trends. For the first time in 10 years, the economy is running at full capacity. Observers believe that this economic growth will continue in coming years, although as the competition for economic resources intensifies, it will likely become increasingly difficult to maintain growth rates at this level.
- Denmark is an open economy, highly reliant on international trade, with exports accounting for about 50 percent of GDP. Developments in its major trading partners – Germany, Sweden, the United States and the UK – have substantial impact on Danish national accounts. Gross unemployment, a national definition, was 4.1 percent at the end of 2017, and is forecast to remain subdued in coming years. The OECD Harmonized Unemployment Rate was 4.8 percent in February 2018.
- Denmark is a major international development assistance donor, having contributed DKK 15.9 billion ($2.4 billion) in 2017, with 70 percent of Danish assistance being bilateral and 30 percent multilateral. Denmark is one of only five countries meeting the UN requirement of ODA contribution of 0.7 percent of GNI. Danish assistance in 2017 amounted to 0.72 percent of GNI.

- The entrepreneurial climate, including female-led entrepreneurship, is strong; Denmark is a relatively large contributor to the World Bank's Women Entrepreneurship Finance Facility with a $10 million contribution in 2017.
- Underlying macroeconomic conditions in Denmark are sound, with an attractive investment climate. Denmark is strategically situated to link continental Europe with the Nordic and Baltic countries. Transport and communications infrastructures are efficient. Denmark is among world leaders in high-tech industries such as information technology, life sciences, clean energy technologies, and shipping

Table 1

Measure	Year	Index/Rank	Website Address
TI Corruption Perceptions	2017	2 of 180	http://www.transparency.org/research/cpi/overview
World Bank's Doing	2017	3 of 190	doingbusiness.org/rankings
Global Innovation Index	2017	6 of 127	https://www.globalinnovationindex.org/analysis-indicator
U.S. FDI in partner country ($M, stock positions)	2016	$ 13,643	http://www.bea.gov/international/factsheet/
World Bank GNI per capita	2016	$ 57,020	http://data.worldbank.org/indicator/NY.GNP.PCAP.CD

Openness To, and Restrictions Upon, Foreign Investment

Politicies Towards Foreign Direct Investment

- A small country with an open economy, Denmark is highly dependent on foreign trade, with exports comprising the largest component (54%) of GDP. Danish trade and investment policies are liberal. In general, investment policies are forward-looking, aimed at fostering and developing businesses, especially in high-growth sectors. A business environment survey from the Economist Intelligence Unit (EIU) for the period 2017–2021 ranked Denmark ninth globally and fourth regionally as the most attractive nation for foreign investment. The EIU characterizes Denmark's business environment as among the most

attractive in the world, reflecting a sound macroeconomic framework, excellent infrastructure, and a friendly policy towards private enterprise and competition. Principal concerns include a high personal tax burden and uncertainties relating to Brexit, as the UK is a close trading partner that shares many of Denmark's policy goals within the EU. Overall, however, operating conditions for companies should remain broadly favorable. Several factors are included in the 2017-2021 survey, and Denmark scores top marks in various categories, including the political and institutional environment, macroeconomic stability, policy towards private enterprise, foreign investment policy, financing, and infrastructure.

- As of January 2018, the EIU rated Denmark an "AA" country on its Country Risk Service, with a stable outlook. Sovereign risk rated "AA," and political risk "AAA." Denmark ranked twelfth out of 137 on the World Economic Forum's 2017-2018 Global Competitiveness Report, third on the World Bank's 2017 Doing Business ranking, and fifth on the EIU 2016 Democracy Index. "The Big Three" credit rating agencies (Standard & Poor's, Moody's, and Fitch Group) all score Denmark AAA.
- "Invest in Denmark," an agency of the Ministry of Foreign Affairs and part of the Danish Trade Council, provides detailed information to potential investors. The website for the agency is www.investindk.com.
- Corporate tax records of all companies operating in Denmark were made public beginning in December 2012 and are updated annually. As of March 2018 the corporate tax rate is 22 percent.

Limits on Foreign Control and Right to Private Ownership and Establishment

- As an EU member state, Denmark is bound by EU rules on free movement of goods, capital, persons and certain services. Denmark welcomes foreign investment and does not distinguish between EU and other investors. There are no additional permits required by foreign investors, nor any reported bias against foreign companies from municipal or national authorities.
- Denmark's central and regional governments actively encourage foreign investment on a national-treatment basis, with relatively few limits on foreign control. 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 (approx. $75,870) and for establishing a private limited liability company (ApS) DKK 50,000 (approx. $7,587). An "Entrepreneurial Company" (IVS) can be established for DKK 1 ($0.15). No restrictions apply regarding the residency of directors and managers.
- Since October 2004, any private entity may establish a European public limited company (SE company) in Denmark. The legal framework of an SE company is subject to Danish corporate 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 Business Authority if the official address of the company is in Denmark. The minimum capital requirement is 120,000 Euros (approx. $135,000).

- Danish professional certification and/or local Danish experience are required to provide professional services in Denmark. In some instances, Denmark may accept an equivalent professional certification from other EU or Nordic countries on a reciprocal basis. EU-wide residency requirements apply to the provision of legal and accountancy services.
- Ownership restrictions are applied in the following sectors:
    - Hydrocarbon exploration: Requires 20 percent Danish government participation on a "non-carried interest" basis.
    - Defense materials: The law governing foreign ownership of Danish defense companies (L538 of May 26, 2010) stipulates that 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, or if foreign interests gain a controlling share in a defense company doing business in Denmark. This approval is generally granted unless there are security or other foreign policy considerations weighing against approval.
    - Maritime: There are foreign (non-EU resident) ownership requirements on Danish-flagged vessels other than those owned by an enterprise incorporated in Denmark. Ships owned by Danish citizens, Danish partnerships or Danish limited liability companies are eligible for registration in the Danish International Ships Register (DIS). Ships owned by EU or European Economic Area (EEA) entities with a genuine link to Denmark are also eligible for registration, and foreign companies with a significant Danish interest can register a ship in the DIS.
    - Aviation: For an airline to be established in Denmark it must have majority ownership and be effectively controlled by an EU state or a national of an EU state, unless otherwise provided for through an international agreement to which the EU is a signatory.
    - Securities Trading: Non-resident financial institutions may engage in securities trading on the Copenhagen Stock Exchange only through subsidiaries incorporated in Denmark.
    - Real Estate: Purchases of designated vacation properties are restricted to citizens of 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. Companies and individuals from non-EU countries that have been present/resident in Denmark for at least five years in total and are currently resident in Denmark can also purchase real estate, except vacation properties, without prior authorization. Non-EU companies or individuals that do not meet these requirements can only purchase 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.

Other Investment Policy Reviews

- The most recent UNCTAD review of Denmark occurred in March 2013, available here: http://unctad.org/en/PublicationsLibrary/webdiaeia2013d2_en.pdf. There is no specific mention of Denmark in the latest WTO Trade Policy Review of the European Union, revised in October 2017.
- An EU Commission Staff Working Paper on the investment environment in Denmark is available here: https://ec.europa.eu/info/business-economy-euro/economic-and-fiscal-policy-coordination/eu-economic-governance-monitoring-prevention-correction/european-semester/european-semester-your-country/denmark_en while a 2015 private sector investment and taxation review by Deloitte can be found here: http://www2.deloitte.com/content/dam/Deloitte/global/Documents/Tax/dttl-tax-denmarkguide-2015.pdf.
- Denmark ranked second out of 175 in Transparency International's 2017 Corruption Perceptions Index. It received a ranking of 3 out of 190 for "Ease of Doing Business" in the World Bank's 2017 Doing Business Report, placing it first in Europe. In the World Economic Forum's Global Competitiveness report for 2017-2018, Denmark was ranked 12 out of 137 countries.
- The World Intellectual Property Organization's (WIPO) Global Innovation Index ranked Denmark 6 out of 127 in 2017.

Business Facilitation

- The Danish Business Authority (DBA) is responsible for business registrations in Denmark. As a part of the Danish Business Authority, "Business in Denmark" provides information on relevant Danish rules and online registrations to foreign companies in English, German, Polish and Lithuanian. The Danish business registration website is www.virk.dk. It is the main digital tool for licensing and registering companies in Denmark and offers a business registration processes that is clear and complete.
- Registration of sole proprietorships and partnerships is free of charge, while there is a fee for registration of other business types: DKK 670 ($101) if the registration is done digitally and DKK 2150 ($326) if the registration form is sent by e-mail or post.
- The process for establishing a new business is distinct from that of registration. The Ministry of Foreign Affairs "Invest in Denmark" program provides a step-by-step guide to establishing a business, which can be found here: www.investindk.com/Downloads. The services are free of charge and available to all investors, regardless of country of origin.
- Processing time for establishing a new business varies depending on the chosen business entity. Establishing a Danish Limited Liability Company (Anpartsselskab - ApS), for example, generally takes four to six weeks for a standard application. Establishing a sole proprietorship (Enkeltmandsvirksomhed) is simpler, with processing generally taking about one week.

- Those providing temporary services in Denmark must provide their company details to the Registry of Foreign Service Providers (RUT). The website (www.virk.dk) provides English guidance on how to register a service with RUT, a process which requires a Danish digital signature/NemID employee signature. A digital signature/NemID is also required for those wishing to register a foreign company in Denmark.
- In the Danish Financial Statements Act no. 1580 of 10 January 2015 section 7(2), small enterprises are defined as enterprises with fewer than 50 employees and whose annual turnover does not exceed DKK 89 million (approx. $13.6 million) or annual balance sheet total does not exceed DKK 44 million (approx. $6.7 million). Medium-sized enterprises are defined as enterprises with fewer than 250 employees and either have an annual turnover that does not exceed DKK 313 million (approx. $47.5 million) or annual balance sheet total does not exceed DKK 156 million (approx. $23.7 million).

Outward Investment

- Danish companies are not restricted from investing abroad, and Danish outward investment has exceeded inward investments for more than a decade.

Bilateral Investment Agreements and Taxation Treaties

- The United States and Denmark have shared a Friendship, Commerce, and Navigation Treaty since 1961 that, among other things, ensures National Treatment, Most-Favored Nation status, transparency of the regulatory process, and competitive equality with state-owned enterprises. Denmark has concluded investment protection agreements with the following 47 countries (and Hong Kong): Algeria, Albania, Argentina, Belarus, Bangladesh, Bosnia and Herzegovina, Bulgaria, Chile, China, Croatia, Egypt, Ethiopia, Ghana, Hungary, Indonesia, Kuwait, Laos, Latvia, Lithuania, Macedonia, Malaysia, Mexico, Mongolia, Mozambique, Montenegro, Morocco, Mozambique, Nicaragua, North Korea, Pakistan, Peru, the Philippines, Poland, Russia, Serbia, Slovakia, Slovenia, South Korea, Sri Lanka, Tanzania, Tunisia, Turkey, Uganda, Ukraine, Venezuela, Vietnam, and Zimbabwe. Denmark has signed investment protection agreements with Brazil, Cuba, Kyrgyzstan and Paraguay, but these currently await ratification. There has been little change to the status of these investment protection agreements since the enactment of the European Union's Lisbon Treaty, which moved competency to the EU Commission.
- The U.S.-Danish Bilateral Convention for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion with Respect to Taxes on Income has been in force since 2000. In May 2006, an amending protocol was signed; the most important aspect relates to the elimination of withholding tax on cross-border dividend payments. On November 19, 2012, the United States and Denmark signed an Intergovernmental Agreement (IGA) to implement the Foreign Account Tax Compliance Act (FATCA).

Legal Regime

Transparency of the Regulatory System

- The judicial system is extremely well-regarded and considered 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. Secured interests in property are recognized and enforced. The World Economic Forum's (WEF) 2017-2018 Global Competitiveness Report, which ranks Denmark as the world's twelfth most competitive economy and fifth among EU member states, characterizes it as having among the best functioning and most transparent institutions in the world. Denmark ranks high on specific WEF indices related to ethical behavior of firms (5th), irregular payments and bribes (7th), judicial independence (11th), intellectual property protection (24th), efficiency of legal framework in settling disputes (19th), and quality of overall infrastructure (11th).
- In an effort to facilitate business administration, Denmark maintains only two "legislative days" per year—January 1st and July 1st—the only days on which new laws and regulations affecting the business sector can come into effect. Danish laws and policies granting national treatment to foreign investments are designed to increase FDI in Denmark. Denmark consistently applies high standards with regard to health, environment, safety, and labor laws. 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.
- As of December 19, 2012, the Ministry of Taxation made all companies' corporate tax records public, and it updates and publicizes them annually. The publication is intended to increase transparency and public scrutiny of corporate tax payments. Greenland and the Faroe Islands retain autonomy with regards to tax policy.
- The government uses transparent policies and effective laws to foster competition and establish "clear rules of the game," consistent with international norms and applicable equally to Danish and foreign entities. The Danish Competition and Consumer Authority work to make markets well-functioning so businesses compete efficiently on all parameters. The Authority is a government agency under the Danish Ministry of Industry, Business and Financial Affairs. It enforces the Danish Competition Act. The purpose of the Act and Danish consumer legislation is to promote efficient resource allocation in society, to prevent the restriction of efficient competition, to create a level playing field for enterprises and to protect consumers.
- Publicly listed companies in Denmark must adhere to the Danish Financial Statements Act when preparing their annual reports. The accounting principles are International Accounting Standards (IAS), International Financial Reporting Standards (IFRS) and Danish Generally Accepted Accounting Principles (GAAP). Financial statements must be prepared annually. The Danish Financial Statements Act covers all businesses.

- Private limited companies, public limited companies and corporate funds are obliged to prepare financial statements in accordance with which accounting class the company should follow based on size, as follows:
    - Small businesses (Class B): Total assets of DKK 44 million ($6.7 million), net revenue of DKK 89 million ($13.5 million), average number of full-time employees during the financial year of 50.
    - Medium-sized enterprises (Class C medium): Total assets of DKK 156 million ($23.7 million), net revenue of DKK 313 million ($47.5 million), average number of full-time employees during the financial year of 250.
    - Large companies (Class C large): Companies that are neither small nor medium companies
- According to the Danish Financial Statements Act, personally owned businesses, personally owned general partnerships (multiple owners) and general funds are characterized as Class A and thus have no requirement to prepare financial statements unless the owner voluntarily chooses to do so.
- All government draft proposed regulations are published at the portal for public hearings, "Høringsportalen" (www.hoeringsportalen.dk), to solicit inputs from interested parties. After receiving feedback and possibly undergoing amendments, proposed regulations are published at the Danish Parliament's website (www.ft.dk). Final regulations are published at www.lovtidende.dk and www.ft.dk. All ministries and agencies are required to publish proposed regulations. Denmark has a World Bank composite score of "5" for the Global Indicators of Regulatory Governance, on a 0 – 6 scale. With respect to governance, the World Bank suggests the following areas for improvement:
    - Affected parties cannot request reconsideration or appeal adopted regulations to the relevant administrative agency
    - There is no existing requirement that regulations be periodically reviewed to see whether they are still needed or should be revised

International Regulatory Considerations

- Denmark adheres to the WTO Agreement on Trade-Related Investment Measures (TRIMs); no inconsistencies have been reported.

Legal System and Judicial Independence

- Since the adoption of the Danish constitution in 1849, decision-making power in Denmark has been divided into the legislative, executive and judicial branches. The principle of a three-way separation of power and the independence of courts of law help ensure democracy and the legal rights of the country's citizens. The district courts, the high courts and the Supreme Court represent the three basic levels of the Danish legal system, but the legal system also comprises a range of other institutions with special functions.
- For further information please see:

http://www.domstol.dk/om/publikationer/HtmlPublikationer/Profil/Profilbrochure%20-%20UK/index.html

Laws and Regulations on Foreign Direct Investment

- 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. The Faroese government promotes Faroese trade and investment through its website https://www.faroeislands.fo/economy-business/. For more information regarding investment potential in Greenland, please see Greenland Holding at www.venture.gl or the Greenland Tourism & Business Council at https://visitgreenland.com/
- As an EU member state, Denmark is bound by EU rules on the free movement of goods, capital, persons and certain services. Denmark welcomes foreign investment and does not distinguish between EU and other investors. There are no additional permits required of foreign investors, nor any reported biases against foreign companies from municipal or national authorities.

Competition and Anti-Trust Laws

- The Danish Competition and Consumer Authority (CCA) reviews transactions for competition-related concerns. According to the Danish Competition Act, the CCA requires notification of mergers and takeovers if the combined turnover of the participating companies exceeds DKK 50 million (approx. $7.6 million). However, notification is not required if one of the participating companies has turnover of less than DKK 10 million (approx. $1.5 million). If the combined turnover of the merging companies exceeds DKK 900 million (approx. $137 million) and at least two of the merging companies each have turnover exceeding DKK 100 million (approx. $15.1 million) or if one of the merging companies has domestic annual turnover exceeding DKK 3.8 billion (approx. $577 million) and at least one of the merging companies has global annual turnover exceeding DKK 3.8 billion (approx. $577 million), the merger or takeover is also subject to approval by the CCA. Large scale mergers also require approval from EU Competition authorities.

Expropriation and Compensation

- By law, private property can only be expropriated for public purposes, in a non-discriminatory manner, 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 expect significant expropriations in the near future.

Dispute Settlement

- There have been no major disputes over investment in Denmark in recent years. Denmark has been a member of the World Bank-based International Center for the Settlement of Investment Disputes (ICSID) since 1968. ICSID offices have also been extended to the Faroe Islands and Greenland. Denmark is a party to the 1958 (New York) Convention on the Recognition and Enforcement of Foreign Arbitral Awards, meaning local courts must

enforce international arbitration awards that meet certain criteria. Subsequent Danish legislation makes international arbitration of investment disputes binding in Denmark. Denmark declared in 1976 that the New York Convention applies to the Faeroe Islands and Greenland. Denmark is a party to the 1961 European Convention on International Commercial Arbitration and to the 1962 Agreement relating to the application of this Convention. Denmark adopted the UNCITRAL Model Law on International Commercial Arbitration in 1985.

Bankruptcy Regulations

- 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. In the World Bank's 2018 Doing Business Report, Denmark ranks 7th in "resolving insolvency."

Industrial Policies

Investment Incentives

- Performance incentives are available both to foreign and domestic investors. For instance, 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. Foreign subsidiaries located in Denmark can participate in government-financed or subsidized research programs on a national-treatment basis.

Foreign Trade Zones/Free Ports/Trade Facilitation

- The only free port in Denmark is the Copenhagen Free Port, operated by the Port of Copenhagen. The Port of Copenhagen and the Port of Malmo (Sweden) merged their commercial operations in 2001, including the free port activities, in a joint company named CMP. CMP is one of the largest port and terminal operators in the Nordic Region and one of the largest Northern European cruise-ship ports; it occupies a key position in the Baltic Sea Region for the distribution of cars and transit of oil. The facilities in the free port are mostly used for tax-free warehousing of imported goods, for exports, and for in-transit trade. Tax and duties are not payable until cargo leaves the Free Port. The processing of cargo 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 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.

Performance and Date Localization Requirements

- 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 use of energy and water. 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. This includes certain reimbursement schemes and subsidy measures to reduce the costs for businesses, thereby safeguarding competitiveness.
- Performance requirements are governed by Danish legislation and EU regulations. Potential violations of the rules governing this area are punishable by fines or imprisonment. Performance requirements are applied uniformly to domestic and foreign investors.
- The Danish government does not follow "forced localization" policies, nor does it require foreign IT providers to turn over source code and/or provide access to surveillance. The Danish Data Protection Agency, a government agency, the Ministry of Justice and the Ministry for Culture are the entities involved with data storage.

Protection of Property Rights

Real Property

- Property rights in Denmark are well protected by law and in practice. Real estate is, for the most part, financed through the well-established Danish mortgage bond credit system, the security of which compares to that of government bonds. 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 (FSA) 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 a reliable system of recording security interests. Denmark is ranked 11th in the World Bank's Doing Business Report for its ease of "registering property."

Intellectual Property Rights

- Intellectual property in Denmark is well protected. Denmark adheres to key international conventions and treaties concerning protection of property rights. Denmark has ratified the

WTO Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS). The WIPO (World Intellectual Property Organization) internet treaties, the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT), have been signed, ratified, and are in force.

- For additional information about treaty obligations and points of contact at local IP offices, please see WIPO's country profiles at http://www.wipo.int/directory/en/.
- A list of attorneys in Denmark known to accept foreign clients can be found at https://go.usa.gov/xXRGR. This list of attorneys and law firms is provided by the American Embassy as a convenience to U.S. citizens. It is not intended to be a comprehensive list of attorneys in Denmark, and the absence of an attorney from the list is in no way a reflection on competence. A complete list of attorneys in Denmark, Greenland and the Faeroe Islands may be found at the Danish Bar Association web site: www.advokatnoeglen.dk.

Financial Sector

Capital Markets and Portfolio Investment

- Denmark has fully liberalized foreign exchange flows, including those for direct and portfolio investment purposes. Credit is allocated on market terms and freely available. Denmark adheres to its IMF Article VIII obligations. The Danish banking system is under the regulatory oversight of the Financial Supervisory Authority. 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. In 2005, the Copenhagen Stock Exchange became part of the integrated Nordic and Baltic market place, OMX Exchanges, which is 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. In February 2008, the exchanges were acquired by the NASDAQ-OMX Group. In the World Economic Forum 2017/2018 report, Denmark ranks 21st out of 137 in "Financial Market Development"
- The Danish stock market is divided into four different branches/indexes. The C25 index contains the 25 most valuable companies in Denmark. Other large companies with a market value exceeding $1.1 billion are in the group of "Large Cap," companies with a market value between $170 million and $1.1 billion belong to the "Mid Cap" segment, while companies with a market value smaller than $170 million belong to "Small Cap" group.

Money and Banking System

- Denmark's banking sector is relatively large; based on the ratio of consolidated banking assets to GDP, the sector is three times bigger than the national economy. Domestic banks in Denmark own approximately 87 percent of the industry's total assets, while foreign banks hold only 13 percent. The assets of the three largest Danish banks – Danske Bank,

Nordea Bank Danmark, and Jyske Bank – constitute approximately 75 percent of the total assets in the Danish banking sector.

- The primary goal of the Central Bank (Nationalbanken) is keeping the peg of the Danish currency towards the Euro – with allowed fluctuations of 2.25 percent. It also functions as the general lender to Danish commercial banks and controls the money supply in the economy. Nationalbanken CEO, Lars Rohde has expressed his support and openness towards the use of blockchain technology in the future. Also Danske Bank pushes for commercial application of blockchain by increasing its investment to aid the technology's move towards commercialization.
- The major Danish banks are rated by international agencies, and their creditworthiness is rated as high by international standards. The European Central Bank and the Danish National Bank reported that Denmark's major banks have passed stress tests by considerable margins.
- Like banks in many other countries, Danish banks experienced significant turbulence in 2008 - 2009. In October 2008, the Danish Parliament passed legislation that calls for all private banks and the Danish government to finance jointly a "safety net" program that provides unlimited guarantees for bank deposits and certain classes of bank creditors through September 2010. Both Danish and foreign deposits were covered by the legislation. A total of 133 banks joined this so-called "Bank Package." In spite of this legislation, some local businesses reportedly complain of continued tight lending practices and difficulty in obtaining bank financing. When the "Bank Package" expired in September 2010, the Government had acquired a profit from the agreement.
- In January 2009 a second initiative, "Bank Package 2," was passed, which provided government lending to financial institutions in need of capital to uphold their solvency requirements. Only Danish banks were eligible for inclusion in the second initiative. Forty-three applicants received DKK 46 billion (approximately $7 billion). A government-run Financial Stability Company was initiated to take over failed banks. By the end of 2010, 10 banks had been taken over or divided and sold by the Financial Stability Company.
- A third package was enacted in July 2010 without a set expiration date, which ensured the orderly winding down of failed banks through the Financial Stability Company in the period after September 30, 2010, when Bank Package I expired. The package guarantees all deposits up to DKK 750,000 (approx. $113,800). The third Bank Package received much national and international recognition for its stringent measures making senior debt holders responsible in the event of bank failure.
- A fourth Bank Package was passed in August 2011 proposing to identify systemically important financial institutions, ensure the liquidity of banks which assume control of a troubled bank, support banks acquiring troubled banks by allowing them to write off obligations of the troubled bank to the government, and change the funding mechanism for the sector-funded guarantee fund to a premiums-based, pay-as-you-go system. According to the Danish Government, Bank Package 4 provides mechanisms for a sector solution to

troubled banks without senior debt holder losses, but does not supersede Bank Package 3. Senior debt holder losses are still a possibility in the event of a bank failure.

- On October 10, 2013, the Danish Minister for Business and Growth concluded a political agreement with broad political support which, based on the most recent financial statements, identified seven financial institutions as "systemically important": Danske Bank, Nykredit, Nordea Bank Danmark, Jyske Bank, BRFkredit, Sydbank and DLR Kredit. Spar Nord Bank is expected to be added to the list in 2018. These were identified based on three quantitative measures: 1) a balance sheet to GDP ratio above 6.5 percent; 2) market share of lending in Denmark above 5 percent; or 3) market share of deposits in Denmark above 5 percent, which will be lowered to 3 percent during 2018. If an institution is above the requirement of any one of the three measures, it will be considered systemically important and must adhere to the stricter requirements on capitalization, liquidity and resolution.
- Experts expect a revision of the Danish system of troubled financial institution resolution mechanisms in connection with a decision to join the EU Banking Union. The national payment system, "Nets" was sold to a consortium consisting of Advent International Corp., Bain Capital LLC, and Danish pension fund ATP in March 2014 for DKK 17 billion ($2.58 billion). Nets went public with an IPO late 2016.

Foreign Exchange and Remittances

- Exchange rate conversions throughout this document are based on the 2017 average exchange rate where Danish Kroner (DKK) 6.5953 = 1 USD ($).
- There are no restrictions on converting or transferring funds associated with an investment into or out of Denmark. Policies in place 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.
- Denmark has not adopted the Euro currency. The country meets the EU's economic convergence criteria for membership and can join if it wishes to do so. Denmark conducts a fixed exchange rate policy with the Danish Krone linked closely to the Euro within the framework of ERM II. The Danish Krone (DKK; plural: Kroner, in English, "the Crown") has a fluctuation band of +/- 2.25 percent of the central rate of DKK 746.038 per 100 Euro. The Danish Government supports inclusion in a European Banking Union, as long as it can be harmonized with the Danish Euro opt-out and there is a guarantee that the Danish mortgage finance system will be allowed to continue in its present form.
- The Danish political reservation concerning Euro participation can only be abolished by national referendum, and Danish voters have twice (in 1992 and 2000) voted it down. The government has stated that in principle it supports adopting the Euro, but no referendum is expected for the foreseeable future. Regular polling on this issue shows a majority of public opinion remains in favor of keeping the Krone. According to the Stability and Growth Pact, a Euro country's debt to GDP ratio cannot exceed 60 percent and budget deficit to GDP ratio

cannot exceed 3 percent. Denmark's debt to GDP ratio was 36.4 percent by the end of 2017. Denmark ran a budget deficit of 0.4 percent in 2016 and a budget surplus of 1.0 percent in 2017, well within Stability & Growth Pact parameters.

Sovereign Wealth Funds

- Denmark maintains no sovereign wealth funds.

State-Owned Enterprises

- Denmark is party to the Government Procurement Agreement (GPA) within the framework of the World Trade Organization (WTO). State owned entities (SOEs) hold dominant positions in rail, energy, utility and broadcast media in Denmark. Large scale public procurement must go through public tender in accordance with EU legislation. Competition from SOEs is not considered a barrier to foreign investment in Denmark. As an OECD member, Denmark promotes and upholds the OECD Corporate Governance Principals and subsidiary SOE Guidelines.

Privatization Program

- Denmark has no current plans to privatize its SOEs.

Responsible Business Conduct

- As an OECD member, Denmark promotes, through the Danish Business Authority, the OECD Guidelines for Multinational Enterprises and the UN Guiding Principles on Business and Human Rights. Denmark's National Contact Point can be reached at: http://mneguidelines.oecd.org/ncps/denmark.htm
- The Danish Business Authority has published a National Action Plan to advance Corporate Social Responsibility (CSR) and Responsible Business Conduct (RBC) in Denmark; the most recent plan covers the 2012 – 2015 period and contains 42 initiatives focusing on business-driven CSR. A global survey by the London Business School and Harvard Business School concluded that corporate management is considered the most trustworthy in Denmark, Finland and Singapore. All major companies in Denmark have a public CSR strategy.

Corruption

- Denmark is the second least corrupt country in the world according to the 2017 Corruption Perceptions Index by Transparency International, which has local representation in Denmark. The Ministry of Justice is responsible for combating corruption, which is covered under the Danish Penal Code. Penalties for violations range from fines 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 to the OECD Convention on Combating Bribery, the UN Anticorruption Convention, and a participating member of the OECD Working Group on Bribery. In the Working Group's 2014 Phase 3 report on Denmark, the government was urged to be more proactive in its investigations and to prosecute foreign bribery allegations.

- Resources to which Corruption may be reported:
    - The Danish State Prosecutor for Serious Economic and International Crime

      Kampmannsgade 1

      1604 København V.

      Tel: +45 72 68 90 00

      Email: saoek@ankl.dk
    - Ministry of Foreign Affairs of Denmark's development assistance agency DANIDA to report any knowledge of corruption within DANIDA projects or among staff or DANIDA partners. http://um.dk/en/danida-en/about-danida/Danida-transparency/anti-corruption/report-corruption/
    - "Watchdog" organization:

      Transparency International Danmark

      c/o CBS

      Dalgas Have 15, 2. sal, lokale 2c008

      2000 Frederiksberg

      The Secretariat is manned by Olivia Myglegård Andersen and Emma Siemens Lorenzen who can be reached at sekretariatet@transparency.dk
    - Contact at Embassy Copenhagen responsible for combating corruption:

    Sung Choi

    Political Officer

    U.S. Department of State

    Dag Hammarskjolds Alle 24, 2100 Copenhagen, Denmark

    Tel: +45 3341 7100

    CopenhagenICS@state.gov

Political and Security Environment

- Denmark is a politically stable country. Incidents involving politically-motivated damage to projects or installations are very rare. This is reflected in the EEU's "AAA" rating of Denmark in terms of political risk.

Labor Policies and Practices

- Generally, personal income tax rates in Denmark are among the highest in the world. However, foreign employees making more than an amount specified annually by the Danish Immigration Service and certain researchers may choose to be subject to a 27 percent income tax rate, plus a labor market contribution amounting to a total of 32.84 percent income tax in the first seven years of working in Denmark. Certain conditions must be

fulfilled for key employees to be eligible for the 27 percent tax scheme: for example, since January 1, 2018, wages had to total at least DKK 65,100 ($9,879) per month before the deduction of labor market contributions and after Danish labor market supplementary pension contributions. There are also limits based on an individual's previous work history in the Danish labor market. Compared with the general Danish progressive income tax system, this is an attractive incentive. Further information can be obtained from Danish embassies or from the Danish Immigration Service (www.nyidanmark.dk).

- The Danish labor force is generally well-educated and efficient. English language skills are good, and English is considered a natural second language among a very high proportion of Danes. The labor market is stable and flexible. U.S. companies operating in Denmark have indicated that Danish rules on the hiring and firing of employees generally enable employers to adjust the workforce quickly to changing market conditions.
- The Danish labor force amounted to approximately 2.967 million persons in 2017. Of these, 700,825 are employed in the public sector. Denmark's OECD-harmonized unemployment rate was 4.8 percent in February 2018, relative to the EU-28 (7.1 percent) and OECD (5.4 percent) averages. Unemployment is expected to increase slightly in the coming years due to policies intended to increase the labor supply.
- The public sector in Denmark is large and accounts for more than 30 percent of the employment at full-time equivalence. The labor force participation rate for women is among the highest in the world. In February 2018, 75.7 percent of working-age women participated in the labor force and the employment rate was 66.6 percent. The male labor force participation rate and employment rate were 81.5 percent and 72.4 percent, respectively.
- The Danish labor force is highly organized, with approximately 75 percent belonging to a union. Labor disputes and strikes occur only sporadically. As a general rule, private sector labor/ management relations are excellent, based on dialogue and consensus rather than confrontation. Working conditions are laid down in a complex system of legislation and organizational agreements, where most aspects of wage and working conditions are determined through collective bargaining rather than legislation.
- The contractual workweek for most wage earners is 37 and 1/2 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, gained through other labor market agreements.
- Denmark has well-functioning unemployment insurance and sick-pay schemes, self-financed or financed by the state. Maternity leave in Denmark is 52 weeks, 18 of which are reserved for the mother and two for the father, while the remainder may be divided between the parents as they see fit. Employers are obliged to pay salary for at least 14 weeks, while the government supports the remainder of the leave.
- Danish wages are high by international standards and have prompted the use of capital-intensive technologies in many sectors. Some investors report that the high average wage level is detrimental to Danish competitiveness. Although high wages and generous benefits

including time off reduce competitiveness, high productivity and low direct costs to employers can result in per employee costs that are lower than in other industrialized countries. Nominal wages increased by 1.8 percent from Q4 2016 to Q4 2017, while inflation increased to 1.1 percent in 2017, from 0.3 percent in 2016, leading to real wage increases. Nominal wages are forecast to increase by approximately 2.9 percent in the coming years, which will allow for substantial real wage increases with continued subdued inflation.

- Danish work permits are not required for citizens of EU countries. U.S. companies have reported that in general, work permits for foreign managerial staff may be readily obtained. However, permits for non-managerial workers from countries outside the EU and the Nordic countries are granted only if substantial professional or labor-related conditions warrant. Special rules, detailed by the Danish Immigration Service in its "Positive List Scheme" apply to certain professional fields experiencing a shortage of qualified manpower. The list is updated twice annually. Foreigners who have been hired in the designated fields will be immediately eligible for residence and work permits. The minimum educational level required for a position on the Positive List is a Professional Bachelor's degree, e.g. pedagogue. In some cases, a Danish authorization must be obtained. This is explicitly stated on the Positive List. (E.g.; non-Danish trained doctors must be authorized by the Danish Patient Safety Authority.) In 2017, professions covered by the Positive List Scheme included engineers, scientists, doctors, nurses, IT specialists, marine biologists, lawyers, accountants and a wide range of other Masters or Bachelors degree positions. As of 2017, the Pay Limit Scheme extends to positions with an annual pay of no less than DKK 375,000 (approximately $55,000), regardless of the field or specific nature of the job. Persons who have been offered a highly paid job have particularly easy access to the Danish labor market through the Pay Limit Scheme. The length of work and residence permits granted under the Pay Limit Scheme depends on the length of the employment contract in Denmark. For permanent employment contracts, work permits are granted for an initial period of 4 years. After this period the permit can be extended if the same job is held. There are several other schemes meant to make it easier for certified companies to bring employees with special skills or qualifications to Denmark. These schemes vary in duration and requirements.
- Danish immigration law also allows issuance of residency permits of up to 18 months duration based on an individual evaluation, using a point system based on education, language skills and adaptability.
- Denmark has ratified all eight ILO Core Conventions and been an ILO member since 1919.

OPIC and Other Investment Insurance Programs

- 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 World Bank Group's Multilateral Investment Guarantee Agency (MIGA).

Foreign Direct Investment and Foreign Portfolio Investment Statistics

Table 2: Key Macroeconomic Data, U.S. FDI in Host Country/Economy

	Host Country Statistical Source*		USG or International Statistical Source		USG or International Source of Data: BEA; IMF; Eurostat; UNCTAD, Other
Economic Data	**Year**	**Amount**	**Year**	**Amount**	
Host Country Gross Domestic Product (GDP) ($M)	2016	$312,990	2016	$306,900	www.worldbank.org/en/country
Foreign Direct Investment	**Host Country Statistical source***		**USG or international statistical source**		**USG or international Source of data: BEA; IMF; Eurostat; UNCTAD, Other**
U.S. FDI in partner country ($M, stock positions)	2016	$9,200	2016	$13,643	BEA data available at http://bea.gov/international/direct_investment_multinational_companies_comprehensive_data.htm
Host country's FDI in the United States ($M, stock positions)	2016	$18,800	2016	$17,726	BEA data available at http://bea.gov/international/direct_investment_multinational_companies_comprehensive_data.htm
Total inbound stock of FDI as % host GDP	2016	2.94%	2016	4.43%	N/A

Table 3: Sources and Destination of FDI

Direct Investment from/in Counterpart Economy Data	
From Top Five Sources/To Top Five Destinations ***(US Dollars, Millions)***	
Inward Direct Investment	**Outward Direct Investment**

Total Inward	$124,266	100%	Total Outward	$202,578	100%
Sweden	$20,883	17%	Sweden	$25,955	13%
Luxembourg	$15,993	13%	UK	$21,656	11%
Netherlands	$14,896	12%	Switzerland	$21,602	11%
UK	$11,142	9%	U.S.A	$17,966	9%
Norway	$10,877	9%	Germany	$14,754	7%
"0" reflects amounts rounded to +/- $ 500,000.					

Source: IMF: http://data.imf.org/?sk=40313609-F037-48C1-84B1-E1F1CE54D6D5&sId=1482186404325

- Host country statistical source: Statistics Denmark: http://www.dst.dk/en/Statistik/emner/nationalregnskab-og-offentlige-finanser/aarligt-nationalregnskab (or www.statbank.dk)
- The total stock of FDI inbound to Denmark in 2016 corresponded to 44.5 percent of GDP (current prices, exclusive of pass-through investments). Danish outbound direct investment corresponded to 71.5 percent of GDP in 2016. The largest foreign investor in Denmark in 2016 was Sweden, followed by Luxembourg, UK, Norway and the Netherlands. U.S. investment accounted for 6.7 percent of the total 2016 FDI stock in Denmark, the seventh largest source of FDI.
- Major U.S. direct investment in Denmark is in telecommunications, energy utility, information technology, biotechnology, data centers, oil exploration, financial services and facility services. During recent years, several U.S.-based private equity funds have invested in Danish firms, such as DONG (now Ørsted), ISS, the Legoland Parks, and TDC. Apple and Facebook are currently constructing data centers in Viborg and Odense, respectively, estimated to cost in the hundreds of millions of dollars. Google has invested in land in southern Denmark giving it the option of building a data center as well. Over 400 U.S. companies have subsidiaries in Denmark, of which several are regional headquarters.
- The main destinations for Danish FDI are Sweden (13 percent), United Kingdom (11 percent), Switzerland (11 percent), the United States (9 percent), and Germany (7 percent). EU countries held 60 percent of the FDI stock in Denmark in 2016.

Table 4: Sources of Portfolio Investment

Portfolio Investment Assets

Top Five Partners (Millions, US Dollars)								
Total			**Equity Securities**			**Total Debt Securities**		
All Countries	$439,423	100%	All Countries	$256,008	100%	All Countries	$183,415	100%
U.S.A.	$130,188	30%	U.S.A.	$94,555	37%	Germany	$39,732	22%
Germany	$49,984	11%	Luxembourg	$30,217	12%	U.S.A.	$35,632	19%
Luxembourg	$34,302	8%	UK	$17,397	7%	Sweden	$14,737	8%
UK	$25,709	6%	Ireland	$14,807	6%	France	$11,224	6%
Sweden	$24,735	6%	Japan	$10,638	4%	Netherlands	$8,680	5%

Source, IMF http://data.imf.org/regular.aspx?key=60587804

Other Areas in the Kingdom of Denmark

Greenland

- Greenland's status within the Kingdom of Denmark is outlined in the Self Rule Act (SRA) of 2009, which details the Greenlandic government's right to assume a number of responsibilities from the Danish government, including the administration of justice, business and labor, aviation, immigration and border control, as well as financial regulation and supervision. Greenland has already acquired control over taxation, fisheries, internal labor negotiations, natural resources, and oversight of offshore labor, environment, and safety regulations. Denmark continues to have control over the Realm's foreign affairs, security, and defense policy, in consultation with Greenland and the Faroe Islands. Denmark also retains authority over border control issues, including immigration into Greenland. Greenland is not a part of the EU or Schengen Area, and special rules apply for foreigners arriving from a Schengen country. Denmark provides Greenland with an annual block grant of DKK 3.9 billion — roughly $600 million — that accounts for a quarter of Greenland's GDP and more than half of the public budget.
- The Greenlandic government seeks to increase revenues by promoting greater development of fisheries, extractive resources, and tourism, and by trimming the public sector through privatization of enterprises currently owned by the government. Key initiatives include improving access to financing for new businesses and enhancing Greenland's corporate tax competitiveness. Rising prices for fish and shellfish, the predominant Greenlandic exports, have generated strong earnings for large parts of the fisheries sector. Catches of prawn, by far the most important single species, have increased recently following years of declines. Catches of mackerel are also increasing.

- Capital city Nuuk has seen extensive construction activity in recent years and a planned expansion of the airport will lead to further growth and facilitate expansion of tourism. Other efforts to develop tourism include increases in accommodation (hotel rooms), a reduction in passenger tax for cruise ships, and a focus on promoting foreign language education to create a more multilingual workforce. The government is calling for stricter safety requirements for navigation in Greenlandic waters.
- In the mineral extractives sector, two smaller mines (ruby and anorthosite) have begun producing in 2017, while two other companies have applied for permission to extract rare earth elements in southern Greenland, in one case combined with the extraction of uranium, which is estimated could one day become the world's fifth-largest uranium mine and second-biggest rare earths operation. The government endorses maintaining the previous government's relaxation on a ban on uranium mining, and states that all IAEA and EURATOM standards must be met. However, the issue of uranium mining in Greenland remains sensitive.

Greenland Economic Outlook

- Greenland is currently enjoying an economic upswing, though its highly specialized economy – over 90 percent of exports is fisheries – faces significant challenges. The economy contracted between 2012 and 2014, grew by 1.7 percent in 2015 and by 7.7 percent in 2016 to $2.765 billion. The Danish Central Bank estimates nominal GDP growth of 3-4 percent in 2017, and in 2018 economic growth is expected to be 2 percent. The 2016 upswing was driven by an increase in the prawn quota off West Greenland, increasing municipal construction budgets, the expansion of the port in Nuuk, and the government-financed construction of a prison in Nuuk, along with the construction of court buildings in several coastal towns. There are also indications that private consumption contributed positively to GDP growth in 2016 and will, together with increasing mineral exports, continue to do so in 2017 and 2018, but the data is not yet available. Increased public spending at government and local levels has had an expansionary effect in 2016 and 2017. The Greenlandic economy is characterized by the unusual condition of having higher public than private consumption. Consequently, government consumption is of proportionally greater importance to the economic trend.
- The Greenland Parliament (called "Inatsisartut") and the Government of Greenland (Naalakkersuisut) adopted a Budget Act for 2018 with an estimated balanced annual budget in the period 2018-2021. The most recent budget showed a deficit of DKK 145 million ($21.5 million) for the same period. The municipalities and government have no net debt, but including government-owned enterprises, the net debt totaled DKK 1.9 billion ($280 million) in 2015, which corresponds to approximately 13 percent of GDP.
- The Greenland Economic Council (GEC) - an independent advisory council - concluded in the Council's 2017 report that, "Projections for the public finances shows a major sustainability problem." The Council warns of the effects of increasing public expenditures as larger portions of the population age into retirement, resulting in fewer wage earners in the labor market. The GEC reported that the Greenlandic Government's 2017 Growth and

Sustainability Plan was an ambitious but realistic plan to close the gap between expected expenditures and revenues, although it would require the Government to cut social spending. The GEC has advised that development of a more self-sufficient economy requires further development of the extractive and tourism sectors. Natural resource exploration has declined in recent years in line with lower worldwide mineral prices. However two mines began production in 2017, generating some optimism that more small scale mining operations could follow.

- Greenland exported DKK 2.702 billion ($410 million) in the first nine months of 2017, a two percent decrease from the same period in 2016, mainly attributable to a decrease in export value of machines and transport equipment. Some 96 percent of Greenlandic exports, measured in local currency, were fish products, with the remainder being raw materials and machinery. Exports went primarily to Denmark (87 percent), followed by Portugal, and Iceland. Greenland imported goods worth DKK 2.972 billion ($451 million) in the first nine months of 2017, primarily machinery (27 percent), foods (20 percent), intermediate products (17.6 percent), and fuels (12.5 percent). Imports came from Denmark (79 percent), Sweden, and China among others. Imports from the United States represented 0.9 percent of total imports. Due to its vast geographic expanse, Greenland's physical and telecommunications infrastructure is less interconnected and developed than in other parts of the Kingdom of Denmark. The labor force was comprised of 26,844 people in 2015, and the average unemployment rate was 9.1 percent, though that in the capital was significantly lower. The Greenlandic government is actively trying to attract investments to Greenland to diversify the economy and integrate it into the world economy as part of a long-term path toward eventual independence from Denmark.

Establishing a Company in Greenland

- A foreign company can establish a commercial enterprise in Greenland in one of the following ways: through a subsidiary, a registered affiliate, a representative office, or a taxable entity. A subsidiary is only liable for its own assets. The capital requirement for establishing a corporation (A/S) is DKK 500,000 (approx. $75,900) and for establishing a private limited liability company (ApS) is DKK 125,000 (approx. $18,970).
- An established company planning to do business in Greenland must obtain a GER (Greenland's Company Register) registration number. This also applies to subsidiaries. A registration number can be acquired from the Greenlandic Tax Authorities.
- A registered affiliate has no capital requirements, but only a company with a legally registered office in the EU, USA, Canada or the Nordic countries can open an affiliate, which is not treated as an independent company, but rather as an extension of the main company for legal purposes. This means that the head office is liable for all the affiliate's assets.
- A representative office is not regulated or defined; however, a representative office may not enter contracts or deliver services. It is, rather, intended to be a marketing office, or an office to establish contacts with the goal of eventually entering the market.

- An exploration license is viewed as a taxable entity. There is more lenient regulation in the extraction industry regarding company composition: if a foreign company is granted an exploration license, it is not required to register as an affiliate, but the license is taxable, and therefore the firm must submit tax information like a regular company. However, a loss can be carried forward and written off against future profits. A GER registration is required.
- A foreign company can do business in Greenland in a consecutive or non-consecutive 90 day period over 12 months without being required to register as a business.

Greenland Tax

- Greenland has double taxation agreements with Denmark, the Faroe Islands, Iceland, and Norway. Greenland has signed a Foreign Accounts Tax Compliance Act (FATCA) agreement with the United States.
- The corporate income tax rate is 30 percent; an additional surcharge of six percent of the tax payable brings the total corporate tax rate to 31.8 percent. Companies which are operating under the Mineral Resources Act can apply for an exemption of the surcharge, thereby lowering the tax rate to 30 percent.
- Taxation of royalty payments is 30 percent. Greenland has no value added tax (VAT) system, sales tax, or similar taxes. There are, however, some payable duties, such as taxes for cruise liners, ports duties, etc. There are four types of depreciation in the Greenlandic tax law. Buildings can be depreciated five percent annually. Ships, planes, and hydrocarbon prospecting can be depreciated 10 percent annually. Mineral licenses can be depreciated 25 percent annually, and operating equipment can be depreciated at a rate of 30 percent annually. Assets with a cost of less than DKK 100,000 ($15,170) may be depreciated in the year of acquisition.

Greenland Labor

- The Greenlandic labor force was 26,844 persons in 2015 (most recent figure). Average unemployment for 2015 was 9.1 percent – higher than the OECD average of 6.78 percent, and a decrease from 10.3 percent in 2014. Anecdotally, unemployment has decreased significantly since, especially in Nuuk. According to Statistics Greenland, 39 percent of the Greenlandic population in 2015 have an education beyond primary school. Of those, 56.4 percent have a vocational education.
- In December 2012, Greenland passed legislation known as the "Large Scale Act," which allows companies to use foreign labor during the construction phase of development when project costs exceed DKK 5 billion ($759 million) and workforce requirements exceed the local labor supply. The Act is intended for potential mining or infrastructure projects in Greenland. The Act lays out the framework for politically-negotiated Impact Benefit Agreements (IBA) for the Government of Greenland and the employer to agree on the exact conditions of employment for foreign labor. The scale of Greenlandic labor utilized will be negotiated for each project and will vary depending on local capacity and the negotiated agreement for each project.

- Foreign workers will enjoy the same legal protections as Greenlandic workers, in theory, including the same $13.85 per hour minimum wage and retention of the right to strike, but employers may deduct up to $180 from their pay each week to cover the cost of company-provided lodging, food, and clothing.

Investment in Natural Resources

- Greenland possesses significant mineral deposits, including rare earth elements, zinc, lead, molybdenum, uranium, gold, platinum, ruby and pink sapphires, and other critical minerals. Greenland is also believed to have large quantities of iron ore and copper, although there has been limited exploration to date. Despite a harsh climate and ice coverage in Greenland, satellite images record a significant disappearance of surface ice from the island. As the trend continues, mining industry experts anticipate the retreating ice will make the island's rich stores of raw materials more easily accessible, though still faced with the challenges of remote location and lack of infrastructure.
- Greenland's policy framework is relatively attractive for most mining activities. In October 2013, the Greenlandic Parliament abolished the country's 25-year "zero-tolerance" policy towards uranium and other radioactive minerals, lifting the ban on mining where uranium is present. This decision will facilitate the exploitation of rare earth mineral deposits, which are often found co-mingled with radioactive minerals in Greenland.
- With the 2009 SRA, Greenland gained rights to its mineral and hydrocarbon resources, and it acquired the regulatory authority over these on January 1, 2010. The SRA also created a revenue mechanism: if exploitation of Greenland's natural resources becomes commercially viable, Greenland will keep the first DKK 75 million ($11.38 million) in annual revenues derived from these resources, with further revenues split equally between the Danish and Greenlandic Governments. Denmark's share will be transferred by deducting the equivalent amount from the annual block grant to Greenland of DKK 3.6 billion ($546 million). Once the full value of the block grant is reached, any additional revenue will be subject to negotiations between the Danish and Greenlandic governments. The Greenlandic Government welcomes this lucrative scenario, but remains aware of the potential adverse impacts that a rapid influx of wealth from these activities could have on Greenlandic society.
- Most of Greenland's identified rare earth deposits are licensed by the Mineral License and Safety Authority and some have reached advanced stages of exploration. In 2017, Greenland advanced to a position as 34th out of 91 in the annual mining survey from Canadian Fraser Institute. Greenland had been ranked 55th out of 104 mining jurisdictions surveyed in terms of investment attractiveness. In December 2013 Greenland was deemed the "best country to do mining in," together with Mongolia, Azerbaijan, and Australia, at Europe's Mines & Money conference.

Greenland General Business Information

- OPIC programs are not applicable to U.S. investments in Greenland. Information about the Greenlandic Government can be found at: http://naalakkersuisut.gl/en. Information from

the Greenlandic Government on natural resource exploration and extraction can be found at: http://www.govmin.gl.

- Statistics on Greenland can be found at: http://www.stat.gl/default.asp?lang=en
- By law, private property can only be expropriated for public purposes in areas where the Greenlandic Self-government has the competencies, in a non-discriminatory manner, and with reasonable compensation. There have been no recent expropriations of significance in Greenland and there is no reason to expect significant expropriations in the near future.
- In Greenland it is not possible to acquire private ownership of land, but a right of use may be sold for an area, e.g. if you buy property, you own the house, not the land on which it sits.
- There have been no major disputes over foreign investment in Greenland in recent years. While it is common that disputes are settled in Greenlandic courts, the Danish Supreme Court remains the highest appeals court for disputes in Greenland. If a dispute is very specialized and within the purview of the Danish Administration of Justice Act, the parties involved can choose the Danish Maritime and Commercial Court as a court of first instance.
- While Greenland's democratic institutions and legal framework in general are strong, there have been some concerns about legislation being passed by parliament without significant hearing processes and public input.

The Faroe Islands

- The Faroe Islands have an open economy and multiple trade agreements with other countries. For more than two centuries the Faroese economy has relied on fisheries and related industries. Fisheries account for close to one-sixth of the total gross value added in the Faroe Islands and about 95 percent of goods exports, excluding ships and aircraft. Salmon alone accounts for 45 percent of exports. Increased catches of mackerel and herring, as well as higher prices for salmon globally, have contributed significantly to recent economic growth. As a non-EU member, the Faroe Islands continue to have open access to the Russian market despite Russia's retaliatory trade embargo on certain food imports from the EU. This has allowed the Faroese to sell increased quantities of salmon to the Russian market at higher than normal prices, even while prices have dropped significantly in the European market.
- The Islands exported approximately DKK 8.622 billion ($1.308 billion) worth of goods in 2017, 97.4 percent of which were fish products, with the remainder being marine vessels and aircraft. In recent years, construction, transportation, banking, and other financial services sectors have grown, and offshore oil and gas exploration is developing, though commercially viable finds have not been made. In 2017, the majority of exports went to Russia (28.2 percent), the United States (9 percent), followed by the UK (8.9 percent), Germany (8.8 percent), and Denmark (6.3 percent). Goods imports totaled DKK 7.238 billion ($1.098 billion) in 2017. The vast majority of imports came from Europe in 2017; 1.9 percent originated in the United States. Denmark provided 37.1 percent of imports, Germany 10 percent, Norway 9.7 percent, China 5.6 percent, and Sweden 4 percent. Imports consist of items for household consumption (21.5 percent), e.g. food, tobacco and

beverages; input to industry (21.7 percent) machinery (11.4 percent) and fuels (13.1 percent).

- The Faroe Islands' small, open, but non-diversified economy makes it highly vulnerable to changes in international markets. The Faroe Islands have full autonomy to set tax rates and fees, and to set levels of spending on the services they provide. Denmark upholds an annual block grant of DKK 642 million - roughly $97 million.
- In 2013, the Faroese economy began a strong recovery, after several years of stagnation. The Economic Council for the Faroe Islands estimates that nominal GDP rose 5.8 in 2014 followed by estimated growth of 6.2 percent in 2015, 6.8 percent in 2016, and 6 percent in 2017. Growth in nominal GDP in 2014 was mainly export driven while growth in 2015 and 2016 was primarily driven by domestic demand. GDP growth for 2018 is expected to slow, however, due to high demand for labor that is close to full employment. Unemployment was historically low at 2.2 percent in December 2017, down from 8 percent in 2011.
- Central and local government and publicly owned companies are planning massive investments in infrastructure and hospitals. However, expansionary fiscal policy might put severe pressure on the job market which can lead to a labor shortage. Investment in 2016-2018 is expected to total $1.7 billion ($258 million) or 10.2 per cent of GDP, which is 34 percent higher than in 2014. Construction of the Eysturoy and Sundoy tunnels, with an expected cost of approximately DKK 2.64 billion ($400 million) or 16 percent of GDP are planned for the period 2016-21. Salmon producer Bakkafrost, the Faroe Islands' largest company, has made public its plans to invest approximately DKK 2 billion ($303 million) on processing plants in 2016-2020.
- Announcement of these enormous investments resulted in the Danish Systemic Risk Council issuing an unprecedented official warning of the increase of systemic risk on the Faroe Islands in the fall of 2016. By April 2018, the Council recommended increasing the banking sectors' countercyclical capital buffer from 1 percent to 3 percent by 2020. Seven in ten construction firms say that shortage of labor is an impediment to growth, and the magnitude of the public investments could further push the economy beyond its labor capacity limit. The Economic Council for the Faroe Islands estimates that a permanent fiscal improvement of 5 percent of GDP will be required to stabilize government debt, which is currently at a low level. As of April 2018, credit agency Moody's maintain the Faroe Islands' Aa3 rating of high quality and very low credit risk, with a stable outlook, reflecting its fiscal autonomy and revenue and expense flexibility with a track record of prudent budgeting. The stable and historical relationship with Denmark is deemed an additional strength.
- The Faroe Islands opened their own securities exchange in 2000; active trading of shares followed in 2005. The exchange is collaboration with the VMF Icelandic exchange on the Nasdaq OMX Nordic Exchange Iceland.
- The most recent figures available show Foreign Direct Investment into the Faroe Islands totaled DKK 1.6 billion ($243 million) in 2012, about half of which originated from Denmark. The Faroese government has indicated interest in attracting further foreign investment. "Invest in the Faroes" is the Faroese government unit promoting Faroese trade.

    - The website is http://www.government.fo/

- According to the Danish Central Bank, the biannual confidence indicators show that Faroese firms and consumers are generally not as optimistic about the economy as they have been in previous years. In particular, consumers take a less positive view of their own finances and the Faroese economic outlook in the near term. Looking further ahead, the Faroe Islands face a demographic challenge. Currently there are 4.5 people in the working age group "16 to 66", for every person aged 67 or older. By 2050, that number is projected to be less than half; an estimated 2.1 persons for every dependent retiree.
- The Faroe Islands have in recent years engaged in several disputes with the EU over fishing quotas. The disagreements escalated in September 2012 when the EU adopted measures which allowed it to impose sanctions on the Faroe Islands. In March 2013, the Faroe Islands unilaterally increased their quota for herring and mackerel. EU member states responded by voting in favor of imposing sanctions which went into force in August 2013. Sanctions were lifted a year later after a political understanding between the two parties was reached on herring catches. Subsequently a five year agreement with the other coastal states in the North Atlantic was signed on mackerel quotas, reducing uncertainty for fisheries and improving profitability, since the agreement allows for more sustainable harvesting.
- The Faroe Islands retain control over most internal affairs, including the conservation and management of living marine resources within the 200 nautical mile fisheries zone, natural resources, financial regulation and supervision and transport. Denmark continues to exercise control over foreign affairs, security, and defense, in consultation with the Faroese Government.
- The labor force comprised about 26,358 people in November 2017. In many areas, the Faroese labor market model resembles that of the other Nordic countries, with high standards of living, well-established welfare schemes and independent labor unions. A majority of people in the Faroe Islands are bilingual or multilingual, with Danish and English being most widely spoken after Faroese. The Islands boast well-developed physical and telecommunications infrastructure and have well-established political, legal, and social structures. The standard of living for the total population (which exceeded 50,000 for the first time in the spring of 2017) is high by world standards, and Gross National Disposable Income per capita eclipsed that of Denmark in 2014.

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Trade & Project Financing

How Do I Get Paid (Methods of Payment)

- 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 Systems Operate

- 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 that can now be described as an established method of financing. However, venture capital funding applies primarily to IT and biotechnology companies.

Foreign Exchange Controls

- There are no foreign exchange controls in Denmark.

US Banks & Local Correspondent Banks

- 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

- EU financial assistance programs provide a wide array of grants, loans, loan guarantees and co-financing for feasibility studies and projects in a number of key sectors (e.g., environmental, transportation, energy, telecommunications, tourism, public health). A number of centralized financing programs are also generating procurement and other opportunities directly with EU institutions.

- The EU supports economic development projects within its Member States, as well as EU-wide "economic integration" projects that cross both internal and external EU borders. In addition, the EU provides assistance to candidate and neighbor countries.
- The EU provides project financing through grants from the EU budget and loans from the European Investment Bank. Grants from the EU Structural and Investment Funds program are distributed through the Member States' national and regional authorities. Projects in non-EU countries are managed through the Directorate-Generals Enlargement, Development and Cooperation (EuropeAid), Humanitarian Aid and Civil Protection (ECHO).
- <u>EU Structural and Investment Funds (ESIF)</u>
    - EU Structural Funds, including the European Regional Development and the European Social Fund, were created in 1975 with the aim to mitigate economic and social differences between the regions of the European Union. New budgets are approved every seven years for all Member States. The budgets and the allocation of funding between the different priorities (social, economic or environmental) are based on the conclusions of the "Partnership Agreements" (PAs) which are negotiated between the European Commission and the member state national authorities. For the period of 2014 – 2020, the EU has earmarked 352 billion euros for regional development and cohesion policy projects. For information on approved programs that will result in future project proposals.
    - For projects financed through ESIF, member state regional managing authorities are the key decision-makers. They assess the needs of their country, investigate projects, evaluate bids, and award contracts. To become familiar with available financial support programs in the Member States, it is advisable for would-be contractors to develop a sound understanding of the country's cohesion policy indicators.
    - Tenders issued by Member States' public contracting authorities for projects supported by EU grants are subject to EU public procurement legislation. All ESIF projects are co-financed by national authorities and many may also qualify for a loan from the European Investment Bank and EU research funds under Horizon 2020, in addition to private sector contribution. For more information on these programs, please see the market research section on the website of the U.S. Mission to the EU: Market Intelligence
- <u>The Cohesion Fund</u>
    - The Cohesion Fund is another instrument of the EU's regional policy. Its 63 billion euro (2014-2020) budget is used to finance projects in two areas:
    - Trans-European transport projects including transport infrastructure, and environment, including areas related to sustainable development and energy for projects with environmental benefits.

- The fund supports projects in Member States whose Gross National Income (GNI) per inhabitant is less than 90 % of the EU average, such as Bulgaria, Croatia, Cyprus, the Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, and Slovenia.
- These projects are, in principle, co-financed by national authorities, the European Investment Bank, and the private sector:

- **Key Link:** The Cohesion Fund
- Other EU Grants for Member States
  - Other sets of sector-specific grants such as Horizon 2020 offer assistance to EU Member States in the fields of science, technology, communications, energy, security, environmental protection, education, training and research. Tenders related to these grants are posted on the websites of the European Commission and the relevant Member State authorities. Participation is usually restricted to EU-based firms or tied to EU content. Information pertaining to each of these programs can be found at: EU Funding and Tenders
- External Assistance Grants
  - "Development and Cooperation – EuropeAid" is the Directorate–General (DG) responsible for implementing EU development policies through programs and projects across the world. Its website offers extensive information on the range of grant programs, the kind of projects that are eligible, as well as manuals to help interested parties understand the relevant contract law. However, participation in these calls for tender is reserved for enterprises located in the EU Member States or in the beneficiary countries and requires that the products used to respond to these projects are manufactured in the EU or in the aid recipient country. Consultants of U.S. nationality employed by a European firm are allowed to participate. European subsidiaries of U.S. firms are eligible to participate in these calls for tender.
- For more information: International Cooperation and Development
  - The European Neighborhood Instrument (ENI) provides assistance to countries that are the Southern Mediterranean and Eastern neighbors of the EU. ENI is the follow-up to the European Neighborhood Policy program (ENPI) covering the countries of Algeria, Armenia, Azerbaijan, Belarus, Egypt, Georgia, Israel, Jordan, Lebanon, Libya, Moldova, Morocco, the occupied Palestinian territory, Syria, Tunisia and Ukraine. The ENI budget is 15.4 billion euros for 2014-2020. Additional information can be found at: EU External Action
- Instrument for Pre-accession Assistance II (IPA II) is an EU program for pre-accession countries that provides support for political and economic reforms, preparing the beneficiaries for the rights and obligations that come with EU membership and that are linked to the adoption of the acquis communautaire (the body of European Union law that must be adopted by candidate countries as a precondition to accession). These programs

are intended to help build up the administrative and institutional capacities of these countries and to finance investments designed to aid them in complying with EU law. IPA II runs from 2014 to 2020 and finances projects in: Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Kosovo, Montenegro, Serbia, and Turkey. The budget of IPA II for 2014-2020 is 11.7 billion euros.

- For more information, see: http://ec.europa.eu/enlargement/instruments/overview/index_en.htm#ipa2
- The Connecting Europe Facility (CEF) is an EU financing mechanism that uses the EC budget as well as the Cohesion Funds to finance projects in three key areas: energy, transport and telecom. It was created by Regulation 1316/2013 on December 11, 2013.
- Along with the European Fund for Strategic Investments (EFSI), CEF is expected to play a role in bridging the investment gap in Europe, which is one of the Commission's top priorities. In all three main categories the focus is on creating better conditions for growth and jobs. Annual and multi-annual work programs specify the priorities and the total amount of financial support allocated for these priorities in a given year.
- Only actions contributing to projects of common interest in accordance with Regulations 1315/2013, No 347/2013 and a Regulation on guidelines for trans-European networks in the area of telecommunications infrastructure, as well as program support actions, are eligible for support.
- Projects supported through the CEF mechanism focus on the following:
    - cleaner transport modes,
    - high speed broadband connections, and
    - the use of renewable energy (in line with the Europe 2020 Strategy), integration of the internal energy market, reduction of the EU's energy dependency and ensuring security of supply.
- The total budget of the CEF for the period 2014 to 2020 is set at €30.44 billion. This amount is distributed between the main priority areas as follows:

    a) transport sector: €24.05 billion;
    b) telecommunications sector: €1billion;
    c) energy sector: €5.35 billion

- Please see: Connecting European Facility
- Loans from the European Investment Bank
    - Headquartered in Luxembourg, the European Investment Bank (EIB) is the financing arm of the European Union. Since its creation in 1958, the EIB has been a key player in building Europe. As a non-profit banking institution, the EIB assesses reviews and monitors projects, and offers cost-competitive, long-term lending. Best known for its project financial and economic analysis, the EIB makes loans to both private and public borrowers for projects supporting four key areas: innovation and

skills, access to finance for smaller businesses, climate and environment, and infrastructure.

- While the EIB mostly funds projects within the EU, it lends outside the EU as well (e.g., in Southeastern Europe, Africa, Latin America, and Pacific and Caribbean states). In 2016, the EIB loaned 76 billion euros for projects. The EIB also plays a key role in supporting EU enlargement with loans used to finance improvements in infrastructure, research, and industrial manufacturing to help those countries prepare for eventual EU membership.
- The EIB presents attractive financing options for projects that contribute to the European objectives cited above, as EIB lending rates are lower than most other commercial rates.
- Projects financed by the EIB must contribute to the socio-economic objectives set out by the EU, such as fostering the development of less favored regions, improving European transport and environment infrastructure, supporting the activities of SMEs, assisting urban renewal and the development of a low-carbon economy, and generally promoting growth and competitiveness in the EU. The EIB website displays lists of projects to be considered for approval.

Multilateral Development Banks

- World Bank
  - With 189 member countries, the World Bank is an international financial institution that provides loans to countries of the world for capital programs.
- European Bank for Reconstruction and Development (EBRD)
  - The European Bank for Reconstruction and Development (EBRD) was founded in 1991 to create a new post-Cold War era in central and eastern Europe, furthering progress towards 'market-oriented economies and the promotion of private and entrepreneurial initiative'.
- U.S. Commercial Service Liaison Offices at the Multilateral Development Banks (European Bank for Reconstruction and Development, World Bank)
  - The Commercial Service maintains Commercial Liaison Offices in each of the main Multilateral Development Banks, including the European Bank for Reconstruction and Development and the World Bank. These institutions lend billions of dollars in developing countries on projects aimed at accelerating economic growth and social development by reducing poverty and inequality, improving health and education, and advancing infrastructure development. The Commercial Liaison Offices help American businesses learn how to get involved in bank-funded projects, and advocate on behalf of American bidders. Learn more by contacting the Commercial Liaison Offices to the *European Bank for Reconstruction and Development* and the *World Bank*.

- Commercial Liaison Office to the European Bank for Reconstruction and Development
- Commercial Liaison Office to the World Bank

Financing Web Resources

- Commercial Liaison Office to the European Bank for Reconstruction and Development http://export.gov/ebrd
- Commercial Liaison Office to the World Bank https://export.gov/worldbank
- EU websites:
    - The EU regional policies, the EU Structural and Cohesion Funds
    - EU Funding and Tenders
    - EuropeAid Co-operation Office
    - EU Tenders Database
    - The European Investment Bank
    - EIB-financed Projects
- U.S. websites:
    - Market research section on the website of the U.S. Mission to the EU
    - Export-Import Bank of the United States
    - Country Limitation Schedule
    - OPIC
    - Trade and Development Agency
    - SBA's Office of International Trade
    - U.S. Agency for International Development

Business Travel

Business Customs

- Danish businesspeople may appear somewhat formal at first, but they are likely to quickly show a more informal side of themselves. Danes tend to introduce themselves with their first names only. The typical dress code, especially for younger employees, may seem a little too relaxed to an American businessperson. However, Danes like 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 some cases 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, therefore, 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 and productive. The standard workweek is 37.5 hours. Mandatory vacation is five weeks plus up to five more days per year, plus local holidays (see below). At least three weeks are usually taken during summer. School's summer vacation is from about June 28 to about August 15. Generally, business is very slow in the summer period as many executives are out of the office on vacation. 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 20 - January 5, or during 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 4:00 p.m. on weekdays. On Fridays, many Danes leave early, generally between 2:00-3:00 p.m. 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

- The national carrier, Scandinavian Airlines System (SAS), provides non-stop service from Copenhagen to New York (Newark), Chicago, Washington D.C., San Francisco, Miami, and Boston. Norwegian Air flies non-stop to Fort Lauderdale, Orlando, Boston, New York (JFK), Oakland, and LA. 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 their entire trip to Denmark through their 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 of natural disasters and crime rates are low. Even so, Denmark still has its share of pick-pockets, 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. All American visitors to Denmark are encouraged to register with the U.S. Embassy's Consular Section at https://step.state.gov/step/.
- If an American visitor plans to stay in Denmark for a period of more than three months, or if s/he has already been resident in Denmark or one of the other Scandinavian countries for the last nine months, s/he 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 in Washington or one of its diplomatic/consular posts located in a few of the large 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 email office.copenhagen@trade.gov or www.buyusa.gov/denmark.

Visa Requirements

- American business visitors and tourists do not need visas if they are staying in Denmark for less than three months.
- For Danes traveling to the United States, 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 screening is handled via an interagency process. Visa applicants should go to the following links.
- State Department Visa Website: http://travel.state.gov/visa/
- Embassy website with visa information: http://denmark.usembassy.gov/

Telecommunications/Electric

- Telecommunication services are 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

- The infrastructure is excellent everywhere, and all major islands and the peninsula of Jutland are inter-connected by networks of tunnels and bridges. The capital of Denmark is Copenhagen (1.3 million inhabitants), which is the center of government and business. It is located on the island of Zealand only a few 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 a three hours drive from Copenhagen. Business visitors can also move easily from one part of the country to another by train or domestic airlines. There are 74,000 km of paved roads in Denmark (including 1,250 km of freeway) and a 2,000 km railway network. There are twelve civilian airports besides Copenhagen International Airport (Kastrup), which is a major international airport. It serves as the Scandinavian hub for SAS (Scandinavian Airline System), consolidating flights to the U.S. and Europe from other Scandinavian countries.
- Copenhagen Airport handles 60 scheduled airlines and serves more than 66,000 passengers per day. 29 million passengers passed through the facility in 2016, making it the busiest airport in the Nordic countries and has a maximum capacity of 83 loadings/hour and room for 108 airplanes. Unlike other Scandinavian airports, a considerable share of the airport's passengers are international. It is a very modern airport and it is on track to expand its capacity for more aircrafts and more than 40 million passengers a year.
- The city of Copenhagen also has a modern seaport catering to freight vessels as well as cruise liners. Copenhagen has become one of the most popular points of departure for cruise liners in Europe.
- A new metro underground system was inaugurated in May 2003. The Metro was extended in 2007, connecting Copenhagen Airport with the city center so travelers can reach downtown Copenhagen in only 14 minutes. The fourth phase of the Metro, called Cityringen, is expected to open in 2019. The new line will have 17 stations and will cover major parts of the city center as well as portions of the surrounding boroughs (Østerbro, Nørrebro, and Vesterbro districts and the Municipality of Frederiksberg) currently not covered by S-train or Metro line service. The Port of Copenhagen includes a free port. Other major ports are at Esbjerg, Aalborg, Aarhus, and Fredericia. The port of Esbjerg (southwestern Jutland) is the center for offshore oil and gas activities in Denmark.

Language

- 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 or Spanish. Interpreters are rarely required.

Health

- 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. Almost all 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. While medical treatment and hospital care is covered by the Danish National Health Service, it may require referral from a general practitioner, which often results in longer 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. Tourists will not be denied medical care unless the medical facility determines that the emergency occurred as a result of a pre-existing condition. In which case the individual must be prepared to pay for all services received. It is important for those traveling to Denmark to keep up-to-date health insurance that covers overseas travel.
- Most medicines are available locally. They may, however, not be the same brand names as those used in the United States. Prices are generally the same 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, dial 112 for ambulance - fire - police.

Local Time, Business Hours and Holidays

- Denmark is in the Central European Time Zone. Central European Standard Time (CET) is 1 hour ahead of Greenwich Mean Time (GMT+1). Like in most states in Europe, summer (Daylight-Saving) time is observed in Denmark, where the time shifts forward by 1 hour, i.e. 2 hours ahead of Greenwich Mean Time (GMT+2). After the summer months, the time in Denmark shifts back by 1 hour to Central European Time (CET, (GMT+1). The time changes do not necessarily occur on the same days as in the United States, but generally a week or two earlier in the spring and the fall.
- Normal business hours are from 9.00AM to 4.30PM
- <u>Local holidays 2018 & 2019:</u>

Holidays (in Danish)	2018	2019
New Year's Day (Nytårsdag)	January 1 (Mon)	January 1 (Tue)
Maundy Thursday (Skærtorsdag)	March 29 (Thu)	April 18 (Thu)
Good Friday (Langfredag)	March 30 (Fri)	April 19 (Fri)
Easter Monday (2. Påskedag) Catholic/Protestant	April 2 (Mon)	April 22 (Mon)
Common Prayer Day (Store Bededag)	April 27 (Fri)	May 17 (Fri)
Ascension (Kristi Himmelfartsdag) 40 days after Easter	May 10 (Thu)	May 30 (Thu)
Whit Monday (2. Pinsedag) (7 weeks after Easter Monday)	May 21 (Mon)	June 10 (Mon)
Constitution Day (Grundlovsdag) / not all businesses are closed	June 5 (Tue)	June 5 (Wed)
Christmas Eve (Juleaftensdag)	December 24 (Mon)	December 24 (Tue)

Christmas Day (Juledag / 1. juledag) Catholic/Protestant	December 25 (Tue)	December 25 (Wed)
2nd Christmas Day (also called Anden Juledag)	December 26 (Wed)	December 26 (Thu)
Banks are closed on New Year's Eve / not all businesses are closed	December 31 (Mon)	December 31 (Tue)

Temporary Entry of Materials or Personal Belongings

- 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

Resources

- 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

Contacts, Market Research, and Trade Events

Contacts

- Note: The telephone country code for Denmark is 45 (excluding Greenland and Faroes). 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) 3341 7400

  Fax: (+45) 3543 0223

  http://denmark.usembassy.gov/

- U.S. Commercial Service

  Tel.: (+45) 3341 7315

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

  http://export.gov/denmark/

U.S. Embassy Trade Personnel

- Mr. Bjarke Castberg Frederiksen, Head of Commercial Section
- Ms. Sabina Krøigaard, Commercial Specialist
- Mr. Aleksander Moos, Commercial Specialist
- Ms. Maria Norsk, Commercial Specialist
- Mr. Dillon Banerjee, Regional Senior Commercial Officer (Resident in Stockholm)
- Mailing address for mail from the United States of America:

  FCS
  5280 Copenhagen Pl
  Washington, DC 20521-5280

Danish Government Agencies

- Ministry of Foreign Affairs

  Asiatisk Plads 2

  DK-1448 Copenhagen K

Tel: (+45) 33-920000

Fax: (+45) 32-540533

www.um.dk

- Ministry of Business and Growth

  Slotsholmsgade 12

  DK-1216 Copenhagen K

  Tel: (+45) 33-923350

  e-mail: em@em.dk

  www.evm.dk

- Ministry of Environment and Food

  Danish Veterinary and Food Administration

  Stationsparken 31-33

  DK-2600 Glostrup

  Tel: (+45) 72-276900

  Fax: (+45) 72-276501

  www.foedevarestyrelsen.dk

- Central Customs and Tax Administration (SKAT)

  Customs Center Copenhagen

  Nykøbingvej 76

  Bygning 45

  4990 Sakskøbing

  Tel: (+45) 72-221818

  www.skat.dk

- Miljo- og fødevarestyrelsen (Danish Environmental Protection Agency)

  Slotsholmsgade 12

  DK-1216 København K

  Tel: (+45) 38-142142

  www.mst.dk

- Patent- og Varemaerkestyrelsen (The Danish Patent Office)

  Helgeshoj Alle 81

  DK-2630 Taastrup

Tel: (+45) 43-508000

Fax: (+45) 43-508001

www.dkpto.dk

- Sundhedsstyrelsen (National Board of Health)

  Islands Brygge 67

  DK-2300 København S

  Tel: (+45) 72-227400

  Fax: (+45) 44-889599

  www.sst.dk

- Laegemiddelstyrelsen (The Danish Medicines Agency)

  Axel Heides Gade 1

  DK-2300 København S

  Tel: (+45) 44-88-9595

  Fax: (+45) 44-889599

  www.dkma.dk

Trade Associations/Chamber of Commerce

- The American Chamber of Commerce in Denmark

  Dag Hammarskjölds Allé 13

  DK-2100 Copenhagen Ø

  Tel: (+45) 33-932932

  Fax: (+45) 33-932938

  www.amcham.dk

- The Danish Chamber of Commerce

  Borsen

  DK-1217 Copenhagen K

  Tel: (+45) 33-746000

  Fax: (+45) 33-325216

  https://www.danskerhverv.dk/engelsk/

- Confederation of Danish Industry

  H.C. Andersens Boulevard 18

  DK-1787 Copenhagen V

Tel: (+45) 33-773377

Fax: (+45) 33-773300

www.di.dk

- The Agricultural Council

  Axeltorv 3

  DK-1609 Copenhagen V

  Tel: (+45) 33-394000

  Fax: (+45) 33-394141

  www.lf.dk

Commercial Banks

- Citibank International plc, Denmark Branch

  Dagmarhus

  Vesterbrogade 1L, 5 tv

  DK-1620 Copenhagen V

  Tel: (+45) 33-638383

  Fax: (+45) 33-338333

  www.citigroup.com

- Danske Bank A/S

  Holmens Kanal 2-12

  DK-1092 Copenhagen K

  Tel: (+45) 33-440000

  e-mail: danskebank@danskebank.dk

  www.danskebank.com

- Nordea Bank A/S

  Grønjordsvej 10

  PO Box 850

  DK-0900 Copenhagen K

  Tel: (+45) 33-333333

  Fax: (+45) 33-331212

  www.nordea.com

- Jyske Bank A/S

Vestergade 8-16

DK-8600 Silkeborg

Tel: (+45) 89-222222

Fax: (+45) 89-222496

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

  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

  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

  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
- 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

  e-mail: denmark@un.int

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

  e-mail: jh@daccny.com

  www.daccny.com

Market Research

- 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

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

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