# *IBM Healthcare*

# Danish eHealth competencies made IBM Healthcare choose Denmark

*Why Denmark?*

Denmark is a leading country within eHealth. The infrastructure for IT within the industry is there and the clients are ambitious.The access to innovation and talent is a great advantage for IBM. Denmark is in many ways at the forefront of new developments. So, supplying IT to the Danish healthcare sector ensures us a leading position in the global marketplace.The vibrant and innovative business environment is attractive for us due to the highly dedicated and flexible workforce, and ambitious client base. This creates and attracts talent and provides the basis for real innovation – also for IBM.

*Henrik Wieland, IBM Healthcare Industry Leader*

# Our reasons for choosing Denmark :

- *Strong Danish software development competencies within healthcare solutions ensure IBM a leading global position.*
- *Operating in one of Europe's most successful Life Sciences clusters offers a dynamic competitive environment.*
- *Research institutions and universities in Denmark are working seriously with cutting-edge projects and cross sector collaborations, to the benefit of engaged companies in the area.*
- *Attractive environment for IBM due to the highly innovative, dedicated and flexible workforce coupled with an ambitious client base.*

## IBM Healthcare in Denmark

IBM's competence center for healthcare IT in Denmark has its exclusive focus on supplying solutions for the healthcare sector.

IBM delivers solutions based on future-oriented technology, 10+ years' experience, and in-depth healthcare knowledge.

80 employees are on locations in Aarhus, Odense and Copenhagen, and secure a close cooperation with IBM's international healthcare organisation.

# Benefits of the Danish healthcare business:

- Knowledge of design, engineering and clinical competence – the three main building blocks of the Danish healthcare technology industry.
- Basic and applied research, a highly skilled talent pool, and a tradition for knowledge and technology transfer to the market.
- A unique interplay between industry players in a mutually beneficial collaborative business environment.
- An industry based on strong user-producer linkages.

*Denmark at a glance*

- *Market access*: Access to the most lucrative segments of the European Union with more than 100 million consumers
- *Find the right talent*: Denmark has a very well-educated population with excellent foreign language skills. A high proportion of the population has a university degree. Self-motivation and efficiency are integral in Danish business culture
- *No red tape and bureaucracy*: Denmark lets you focus on your business. High flexibility and a safe business environment are Danish characteristics. Establishing a business can be done in a matter of hours and at very low costs.
- *The Danish "flexicurity" model*: Some of the most flexible hiring and firing rules in the world reduces costs of scaling business operations up or down. Public sector services are also among the best in the world.
- *A natural gateway to Northern Europe*: With the region's airport hub located in Copenhagen and excellent port, railway and road connections, Denmark offers the best infrastructure for your regional headquarter

# We speak business

Invest in Denmark provides your company with a tailor-made solution for locating your business in Denmark. We measure our success by how well we contribute to yours. So if your company is considering a business or R&D set-up, or looking to access one of Europe's most skilled talent pools, make us your first stop.

Our specialized staff across the globe has the corporate background, industry insight and well-connected networks to advise you on every aspect of locating in Denmark. Not just when you set up, but also as your business grows. Our tailor-made solutions include connecting companies with key local contacts, arranging fact-finding tours and providing comprehensive benchmark analyses. We make sense of local legislation and advantages of locating in Denmark - all free of charge and in guaranteed full confidentiality.

## We look forward to hearing from you

**Headquarters**
Invest in Denmark
Ministry of Foreign Affairs of Denmark
Asiatisk Plads 2
1448 Copenhagen K
Denmark
Tel.: +45 33 92 11 16

**Europe**
Invest in Denmark
Ambassade Royale du Danemark
77, Avenue Marceau
75116 Paris
France
Tel.: +33 1 4431 2193

**North America**
Invest in Denmark
Royal Danish Consulate General
885, Second Avenue,
18th Floor
New York, N.Y. 10017
USA
Tel.: +1 212 223 4545

**Asia-Pacific**
Invest in Denmark
Shanghai Technology Innovation Center
100 Qin Zhou Road, 2nd building, 711
Shanghai, 200235
China
Tel.: +86 21 6085 2000

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indk@um.dk www.investindk.com