

Denmark - a leading ICT nation



Denmark is one of the top locations in the world for ICT activities and investments, and is praised as the best test market in the world.

Information and communication technology (ICT) is one of the major engines for growth, innovation and economic development in regions that have established themselves as information-friendly societies. Denmark is indeed such a region.

Looking to expand - look to Denmark

As an internationally competitive ICT cluster with world-class research and development facilities, Denmark is a prime location for international companies looking to expand their business.

Not only is Denmark praised as the best test market in the world, it also has world-class IT infrastructure with some of the world's highest ICT penetration rates for mobiles, broadband and PCs - and one of the world's best and most innovative talent pools.

Why locate your ICT activities in Denmark?

- International orientation and holistic mind-set of staff
- Cross-disciplinary research
- Government dedication to be the world's leading ICT nations
- Excellent collaborative business environment
- World-class IP protection regulations
- Competitive cost/quality proposition



Development & customer involvement – a powerful combination

Danes embrace new technology

Denmark is a small, highly integrated, and homogenous society. The consumers often play an active part in developing new technology and are quick at adapting new technologies.

Using Denmark as a test market gives international corporations the advantage of quickly being able to adjust and improve a product at low costs before releasing it on the world market.

A unique framework for ICT clustered within 300 km

- Approx. 100,000 employees within the sector
- 8 universities
- 7 science parks
- 9 independent R&T Institutes (GTS)
- Fast work and residence permits to foreign IT specialists.

International ICT surveys:

Denmark is no. 1 in the world on:

- Laws relating to ICT¹
- Networked readiness¹
- IDCs Information Society Index²
- Number of broadband users per capita³

Denmark is no. 2 in the world on:

- Number of internet users per capita³
- Comm. technology meeting business requirements³
- E-readiness⁴
- E-government, best national practice⁵

1. WEF Global Information Technology Report 2008-2009
2. IDC 2009
3. World Competitiveness Yearbook, IMD 2009
4. Economist Intelligence Unit 2010
5. UN E-government Survey 2008

What do international surveys say about Denmark?

“Denmark is the world’s best country for doing business”

- Forbes Magazine 2010

“Denmark is the world’s best country to locate a business seen from a five year investment perspective”

- Economist Intelligence Unit 2008-2012

“Denmark, the 2nd most business friendly climate in Europe”

- World Bank, Doing Business Report 2010



Benefit from the Danish way



Software companies located in Denmark are not only able to profit from the high level of education in Denmark, but also from the long-standing tradition of user-driven design and innovation, and close relationship with customers.

Danish scientists, designers and workers are renowned for their aesthetic sensitivity and ability to design appealing models and particularly for thinking in totalities.

Areas of expertise

Acoustics - Denmark is a strong brand and a global first-mover within acoustics with internationally renowned R&D competencies and companies in a cluster among the best and strongest in the world.

Wireless/Mobile Technologies - Denmark is one of the world's leading centres for wireless R&D - both in application and in the design of new handsets and infrastructure components.

Software Development - Denmark offers world-class R&D within software architecture, functionality and front-end design.

Robotics - Strategic focus on robotics at national, regional, and municipal levels. High level of interdisciplinarity among Danish engineers, which is essential within robotics research.

Software - The ability to innovate and integrate complex software systems has made Denmark a favourite hot spot for some of the most successful and internationally renowned software companies.

Centres located in Denmark

Google:	R&D centre.
IBM:	Denmark's largest IT company (7,400 people).
Microsoft:	Largest R&D centre in Europe.
Motorola Tetra:	280 people mainly involved in Tetra R&D.
VMware:	R&D centre.

Denmark & ICT - from a global perspective

- No. 1 in the world on IT infrastructure - IDC Information Society Index (2010)
- No. 1 in the world on the basis of firing costs (WEF 2009-2010)
- No. 1 in the EU on most flexible hiring and firing practices (WEF 2009-2010)
- Top 3 in the world on Networked Readiness for 4 consecutive years (WEF 2009-2010)

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

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