

A photograph of a modern, multi-story building with a glass facade, situated on a waterfront. In the foreground, there is a wooden pier or walkway with a few people sitting on a bench. The sky is clear and blue.

**DID YOU KNOW THAT  
DENMARK IS  
20% CHEAPER  
THAN SWEDEN  
IN TERMS OF  
BUSINESS COSTS?**



**FORBES: 4TH BEST COUNTRY FOR BUSINESS IN THE WORLD IN 2013.**



## DENMARK MINIMIZES YOUR BUSINESS RISK

### TAKE THE INITIATIVE – A SMART MOVE

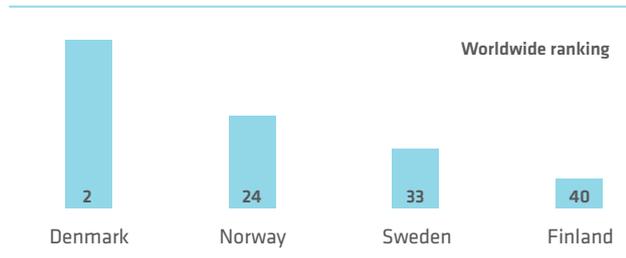
Regionalization strategies typically originate from company headquarters. If the issue of regionalization has not yet arisen, you can be reasonably sure that it will at some point.

Seizing the initiative and bringing the idea of regionalization to the table – before your HQ does – is a smart management move.

### START BY BENCHMARKING QUALITY AND COST

In terms of qualitative factors such as labor availability, quality and flexibility, infrastructure and accessibility, Denmark offers the best business environment in the Nordic region according to sources including IMD, OECD and Eurostat. Denmark is the most flexible country in Europe (and second in the world) when it comes to hiring and firing practices.

### MOST FLEXIBLE LABOR MARKET



Source: IMD 2013

### FREE BUSINESS CONSULTING SERVICES – BUILD A STRONG BUSINESS CASE FOR YOUR DANISH OPERATION

Invest in Denmark and Copenhagen Capacity will collaborate with you, providing extensive professional services to support your business development activities in Denmark. We can assist you with the following, free of charge, while maintaining full confidentiality:

- > Comprehensive benchmarking service, enabling you to objectively compare Denmark/Copenhagen with up to 300 global locations in parameters including salary and office rents, as well as qualitative factors.
- > Identification of technological know-how, research and scientific output in Denmark for the establishment of an R&D project or center for your company.
- > Initiation of a business meeting at your company headquarters to discuss key investment issues concerning your Danish operation and the advantages of Denmark, with the participation of government officials and other political stakeholders.

We offer a variety of other services in order to assist you. Please contact us directly for a confidential dialogue.



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THE WORLD BANK: EUROPE'S BEST COUNTRY FOR DOING BUSINESS, 2012, 2013 & 2014!

## DENMARK – SCANDINAVIA'S MOST COST EFFICIENT COUNTRY FOR BUSINESS EXPANSION

3

### DO THESE CHALLENGES SOUND FAMILIAR?

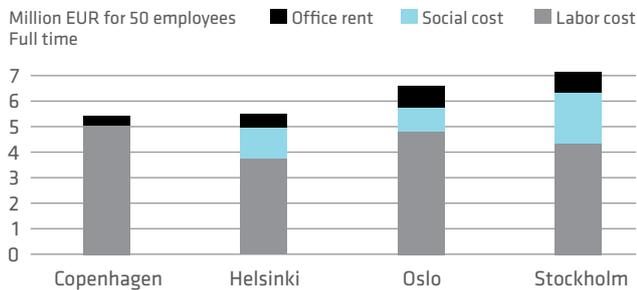
- > You are considering regionalizing/centralizing your Scandinavian activities to reduce costs.
- > You are considering expanding your Danish operation by adding one or more Scandinavian shared services, e.g. **finance, customer support, IT, HR, Supply Chain/Logistics or R&D.**
- > You have to justify your company's location in Denmark to your international headquarters.

### DENMARK IS 15-20% CHEAPER THAN SWEDEN

When comparing the total costs of operating a business function such as a Scandinavian headquarters or a financial shared services center in terms of salary (**including social security**) and office rent, **Copenhagen is approximately 15-20% cheaper than Stockholm**, while also offering the advantage of a more flexible business environment.

**You have a strong business case for attracting new business functions to Denmark and for retaining your operation here. Let us help you further develop your case.**

### BUSINESS COSTS FOR A REGIONAL HQ FOR 50 EMPLOYEES



Source: fDi Benchmark, Financial Times Ltd 2014





THE ECONOMIST, 2013: THE NORDIC COUNTRIES ARE THE NEXT SUPERMODEL.



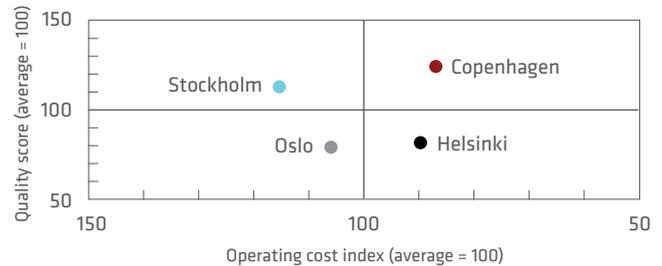
## WHY CHOOSE DENMARK FOR YOUR SCANDINAVIAN HEADQUARTERS?

### DENMARK PRESENTS THE STRONGEST BUSINESS CASE

Your Scandinavian operations have grown to a size at which consolidation of your management team or business functions i.e. finance, HR, IT or customer support can benefit from centralizing your activities to support your overall Scandinavian or international business strategy.

Establishing a shared services center in Denmark will bring you highly skilled employees, the largest pool of Scandinavian-language speakers, the most flexible working hours and an unsurpassed labor market flexibility which allows your company to scale up and down to meet the actual needs.

### COPENHAGEN IS BEST AND CHEAPEST



Source: fDi Benchmark, Financial Times, 2014



### NORDIC HEAD OFFICE GAVE BOTTOM-LINE RESULTS

» The result of initiating the regionalization process was reflected in the bottom-line results. The reason for concentrating activities in Copenhagen was to reduce costs and make Agfa-Gevaert more competitive. We have succeeded on both counts, and HR has **reduced costs by 60%**, **administrative personnel have been reduced by 70%** and **management costs by 40%**. «

Jørgen Vad, MD Agfa Graphics UK – Ireland;  
former MD, Agfa Gevaert North



TRANSPARENCY INTERNATIONAL: LEAST CORRUPT COUNTRY IN THE WORLD IN 2013.

## WHY R&D IN DENMARK?



Tap into a world-leading knowledge hub with universities, science parks and knowledge institutions. Enjoy the benefits of extensive government-backed R&D initiatives in a close interplay with researchers and research institutions through co-development projects, funding and PhD schemes.

Benefit from the strong competences within life sciences, cleantech, ICT, maritime and design.

## VOLVO

### COMPETITIVE USER-CENTERED DESIGN FOR VOLVO

A **unique hub of talent** within user-centered design made Swedish Volvo place their user experience design center in Denmark, even though the rest of the product development was centralized in Volvo's headquarters in Sweden. The Danish design center develops innovative user interfaces for Volvo cars that match the needs and the habits of the drivers.

» *If I should pick only one reason to invest in a site in Denmark it would be the easy access to a variety of talent within many domains of user-centered design... You really need the curiosity to truly innovate, you need to be curious about the user, you need to dare to ask the right questions, you need to challenge your own system. All of that is needed and all of that is something you get when you hire Danes.* «

Nikolaj Nøhr-Rasmussen, Site Manager, Volvo User Experience Competence Center



THE WALL STREET JOURNAL

HAS RANKED DENMARK AS THE NUMBER ONE COUNTRY IN THE WORLD TO START A NEW BUSINESS.



## HOW TO IMPROVE YOUR SUPPLY CHAIN/LOGISTICS IN DENMARK

### A BUSINESS DRIVER FOR GROWTH

Are you seeking improvements in your logistics processes and sustainable supply chain activities, so as to create growth, become more competitive and build a profitable supply chain?

In Denmark there are plenty of opportunities to fulfill your international business requirements with our unique infrastructure including Copenhagen Airport, harbors, bridges and integrated railway system – all connecting Denmark to the Scandinavian countries, Germany and beyond.

Copenhagen is the gateway to the Nordics and with the new tunnel between Denmark and Germany to be completed in 2020, Denmark is even closer to mainland Europe.

You can grow your business by supplying goods and services to the Scandinavian market from other European locations through Denmark, outsourcing to local 3rd party logistic providers or establishing your own logistic operations and related functions to Denmark. Get access to 25m Scandinavians and the Northern European market of 100m consumers within 24 hours.

**Copenhagen Capacity and Invest in Denmark can help you design and produce benchmark surveys to support your supply chain agenda.**





FINANCIAL TIMES: SCANDINAVIA'S MOST BUSINESS-FRIENDLY MAJOR CITY 2012-2013.

## FRAMEWORK CONDITIONS SUPPORT **YOUR** DECISION

### UNIQUE DANISH TAX RULE – PERFECT FOR NORDIC EXPANSION

Expansion through lean branches instead of companies is often **more cost-efficient**. In most other countries, this entails costs, administration and other adverse consequences to relieve double taxation. Denmark offers a unique tax rule stating that income from foreign branches of a Danish company is generally not taxed in Denmark. Saving costs and administration and still expanding through lean branches can only be achieved through a Danish company. The other Nordic countries do not offer the same unique tax rule.

### FLEXIBLE LABOR LAW – EASY TO SCALE HEADCOUNTS

Denmark offers the most flexible hiring and firing legislation in Europe. Generally, no restrictions apply in relation to firing approvals from unions or otherwise.

### SOCIAL SECURITY PAYMENT - VIRTUALLY NONE

As part of the world-famous Danish flexicurity model, the employer only pays social security corresponding to a fixed amount of approx. EUR 1,350 per employee per year.

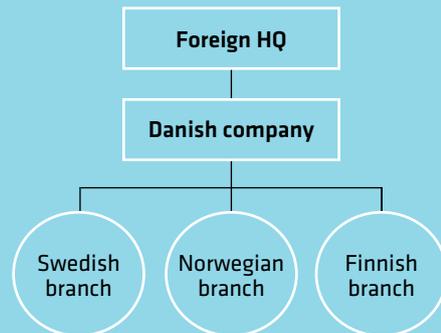
### RØNNE & LUNDGREN

Rønne & Lundgren is one of Denmark's leading law firms. Assisting foreign enterprises in expanding or acquiring businesses in Denmark is one of our core competencies.



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**BEST OF TWO WORLDS**  
Expanding through lean branches and at the same time avoiding costs and administration to eliminate double taxation





LONELY PLANET: SCANDINAVIA'S COOLEST, MOST EXCITING & WONDERFUL CAPITAL, 2013

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[www.rl.dk](http://www.rl.dk)

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### **COPENHAGEN CAPACITY**

[www.copcap.com](http://www.copcap.com)

Copenhagen Capacity is the Danish Capital City region's organisation for investment promotion, business development and cluster growth. Founded as a non-profit organisation Copenhagen Capacity works to enable all companies that consider locating or expanding their operations in Copenhagen to succeed and achieve their business goals. Our services are open to all foreign-owned companies and are free of charge. Services encompass market overview, industry knowledge, business start-up services, land & property search, partner search & matchmaking, and assistance to build a business case for Copenhagen.

### **INVEST IN DENMARK**

[www.investindk.com](http://www.investindk.com)

Invest in Denmark is part of the Danish Ministry of Foreign Affairs and provides your company with a tailor-made solution for locating your business in Denmark. If your company is considering a business 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.