



Confederation of Danish Industry

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Made in Denmark



Made in Denmark

Experiences from The
Confederation of Danish Industry



Topics

- State visit from Iceland
- Exporting from a high cost nation
- Is nation branding possible?
- The narrative of Denmark
- B2C vs B2B/B2G
- Public-private partnerships for promotion of national strongholds
- Building platforms abroad
- Iceland seen from Denmark



State Visit from Iceland

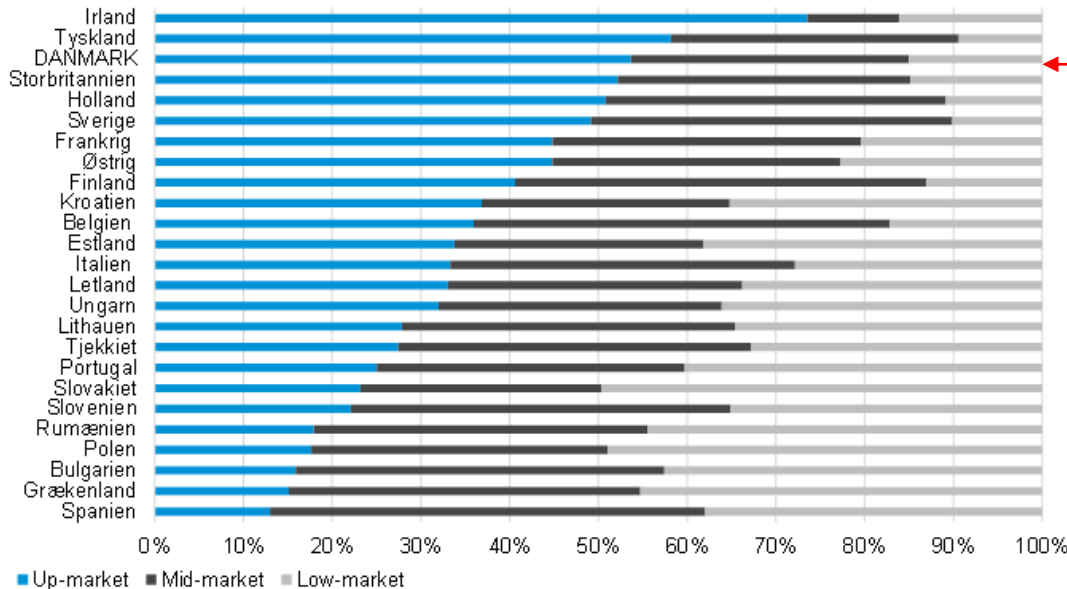
Copenhagen 25 January 2017



The need for value added products

Dansk vareeksport i EU's kvalitetselite

Vareeksport, ekskl. mineralske produkter, opdelt på prisklasser, 2016



Share of up-market products in the Danish exports of goods

Kilde: Eurostat (COMEXT) og DI-beregninger

Is nation branding possible?



Don't be arrogant and be precise about your values

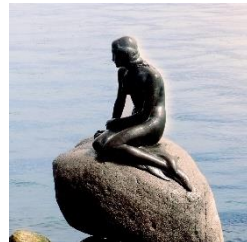
The narrative of Denmark I)



The narrative of Denmark II)

B2C

B2B/B2G



The narrative of Denmark III)

B2C

B2B/B2G



PPPs reflecting our stongholds



The convincing key message

The Danish example (1980 = index 100) 丹麦案例 (1980=指数100)

Our economy has grown by more than 70% since 1980

自1980年以来，我们的经济增长了70%

Our energy consumption has remained the same

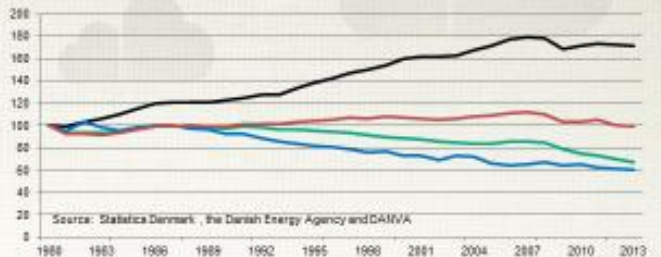
我们的能源消耗保持不变

While CO₂ emissions have been reduced

二氧化碳排放量却大幅度下降

And total water consumption has been reduced by 40%

并且用水消耗减少了40%



国内生产总值-2010年价格 ■ GDP in 2010 prices
 总能耗-气候调节后 ■ Gross energy consumption, climate adjusted
 二氧化碳排放-调节后 ■ CO₂ emissions, adjusted
 总水耗 ■ Total water consumption

Creating platforms abroad



Iceland seen from Denmark



BNP per capita





TAKK !