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EXPORTER GUIDELINES FOR EUROPEAN NORDIC MARKETS

DENMARK

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AUTHOR OF THE GUIDE: DR. CORNEL COȘER, C.E.C.

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Moldova's exporters overview (statistics and general export procedures)

MOLDOVA'S TOTAL EXPORTS HAVE GENERALLY EXPERIENCED GROWTH OVER THE PAST YEARS

Moldova, a landlocked Eastern European nation, has a thriving export sector that is crucial to its economic development. Moldova has become a promising participant in the global export market because of its advantageous location and advantageous trade agreements. Export activity is essential for diversifying the economy and fostering international trade.

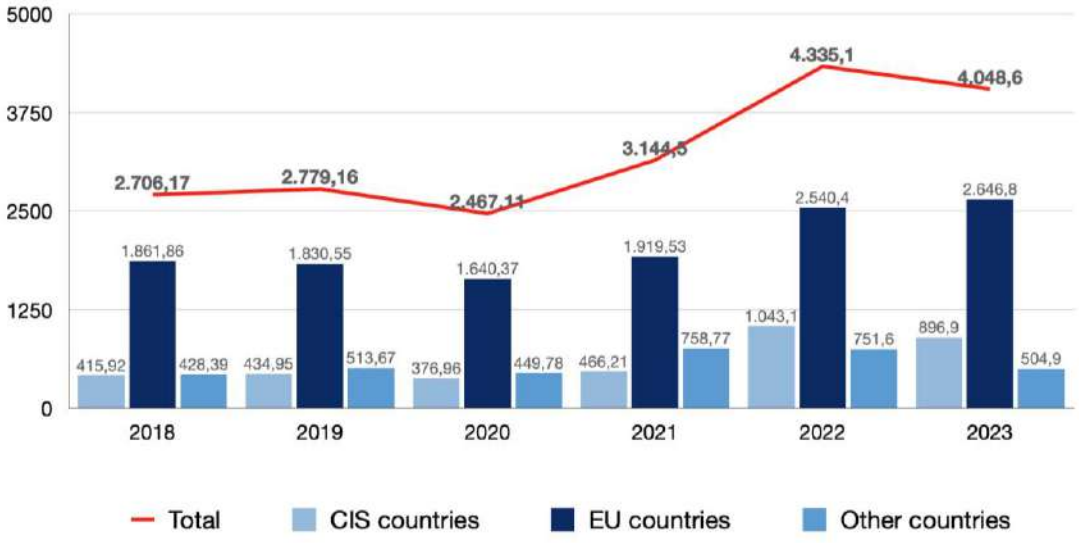
The **National Bureau of Statistics** reports that Moldova's total exports have generally increased over the past few years, although there have been differences in performance across destination regions. The significance of the **EU market** to Moldova's trade is highlighted by the strong and consistent growth in exports to EU nations.

The European Union (EU) market is of paramount importance for Moldova, as evidenced by the 4.3% **increase** in exports to EU countries in 2023, which accounted for 65.4% of Moldova's total exports. This significant share underscores the EU's role as the **largest trading partner for Moldova**, providing stable and growing opportunities for Moldovan exporters.

In contrast, exports to **CIS countries** saw a noticeable **decline** of 14.0%, amounting to 896.9 million USD, representing a 22.1% share of total exports, a drop of 2.0 percentage points from the previous year.

This comparison highlights a **shift** in Moldova's trade dynamics towards the **more stable and expanding EU market**, while reliance on the CIS market diminishes[1].

Figure 1. Evolution of exports, 2018-2023, million USD

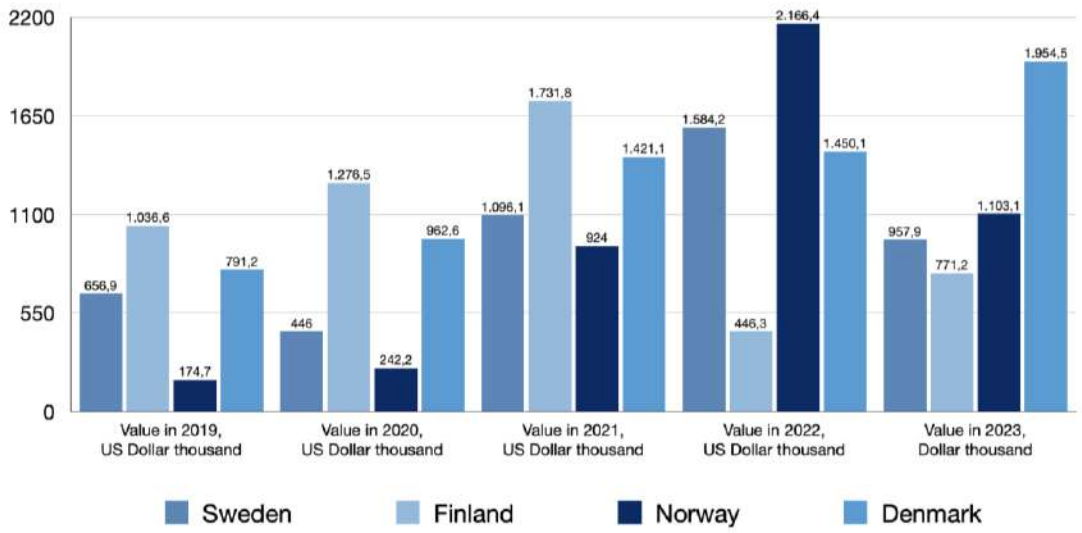


Source: National Bureau of Statistics

[1] https://statistica.gov.md/ro/comertul-international-cu-marfuri-al-republicii-moldova-in-luna-decembrie-2023-s-9539_60951.html

In **March 2024**, the value of exported goods amounted to **320.5 million USD**, 2.1% less than in February 2024 and 16.7% less than in March 2023.

Figure 2. Evolution of Moldova's exports to European Nordic Markets (ENM), 2019-2023



Source: UN Comtrade Database

Despite yearly fluctuations, the total value of exports to the Nordic countries has grown from 2,459.4 thousand USD in 2019 to 3,886.7 thousand USD in 2023, indicating an overall positive trend.

Moldova's exports to Norway saw a dramatic increase, becoming the highest export value among the Nordic countries. Sweden also showed significant growth. Conversely, exports to Finland experienced a steep decline.

The Nordic market is characterized by volatility, with significant fluctuations in export values year-over-year. This suggests that Moldovan exporters need to be adaptable and responsive to changing market conditions.

The data highlights the importance of diversifying export destinations within the Nordic region. While exports to some countries may decline in a given year, others may experience growth, mitigating overall risk.

Analysing export potential is crucial for businesses aiming to expand into new markets. Several platforms offer valuable tools and resources to assess this potential:

✓ The **International Trade Centre** (ITC)[2] provides a range of tools and resources for analysing export potential through its Market Analysis Tools. These tools offer data on market trends, trade statistics, tariffs, and market access conditions, along with sector-specific analysis, trade competitiveness assessments, and market selection tools.

✓ The European Commission's **Access2Markets**[3] platform is designed to help businesses analyse and access global markets. It provides detailed information on market access conditions, trade barriers, customs procedures, and regulations for various countries, offering comprehensive insights into tariff rates, product-specific rules, and trade statistics.

[2] www.intracen.org
[3] https://trade.ec.europa.eu/access-to-markets/en/home

✓ The Eastern **Partnership Trade Helpdesk**[4] is an online platform that provides assistance to businesses in the Eastern Partnership countries, including Moldova. It offers information on trade regulations, tariffs, rules of origin, and market requirements for both the EU and partner countries. The platform provides market analysis tools, including market access databases, trade flows, and market potential assessments.

✓ The **Commercial Information Portal of the Republic of Moldova**[5] offers resources and tools for businesses interested in export. Their website provides information on export procedures, market research, trade events, and available support programs.

These platforms offer a wealth of information and analytical tools that can assist businesses in evaluating export potential. By utilizing these resources, businesses can gain insights into market conditions, identify trade barriers, understand regulatory requirements, and assess market opportunities in different countries. It is important for businesses to explore and leverage these platforms to make informed decisions and develop effective export strategies.

Embarking on the export journey from Moldova involves a series of interconnected steps, each with its own set of procedures and legal considerations.

Step 1: Registration: The first step for any aspiring exporter is to officially register their company at the designated customs office. This establishes the company's legal status as an exporter and enables it to participate in international trade activities.

Step 2: Pre-Customs Procedures: Once registered, the exporter needs to prepare essential pre-customs documentation, including contracts, invoices, and transport documents. These documents establish the terms of the trade agreement, outline the details of the goods being shipped, and facilitate the logistics of the export process.

Step 3: Internal Procedures & Certificates: The next phase involves completing various internal procedures and obtaining necessary certificates. These may include certificates of origin, compliance certificates (confirming adherence to product standards and regulations), and phytosanitary certificates (for agricultural products). These documents ensure that the exported goods meet the required quality and safety standards of the destination market.

Step 4: Customs Procedures - Declaration: The exporter, either directly or through a customs broker, must submit a customs declaration based on the information gathered in the previous stages. This declaration details the nature, quantity and value of the goods being exported and serves as a formal request for customs clearance.

Step 5: Post-Customs Procedures: After the customs declaration is processed and approved, the exporter moves to the post-customs phase. This involves confirming the delivery of the goods to the importer, receiving payment for the shipment, and completing any necessary follow-up documentation.

Throughout this process, various stakeholders play important roles:

- **Importer/Buyer:** The recipient of the exported goods.
- **AITA, AEM:** Government agencies involved in regulating and facilitating trade.
- **Transport and Insurance Companies:** Responsible for the logistics and safe transportation of the goods.

[4] https://eap.tradehelpdesk.org/en
[5] https://trade.gov.md/ro

- **Customs Service:** Oversees the customs clearance process and ensures compliance with regulations.
- **Conformity Assessment Bodies:** Certify that products meet required standards.

Several online resources are available to assist exporters, including:

1. Moldovan Customs Service website: https://customs.gov.md/ro
2. Trade Information Portal: https://trade.gov.md/ro
3. Commercial Information Portal: https://ecustoms.trade.gov.md

Additionally, organizations like ANSA[6] provide certification for export products, ensuring their compliance with international standards.

By following these steps and understanding the legal aspects involved, Moldovan exporters can navigate the complexities of international trade and successfully expand their businesses into global markets.

[6] https://www.ansa.gov.md/en

Export readiness - key-aspects for Moldovan exporters

Export readiness refers to the ability of businesses in Moldova to engage in international trade and effectively sell their products or services in foreign markets. There are several key aspects that Moldovan exporters should consider to enhance their export readiness.

Here are some important points to keep in mind:

1. **Export Product**: Moldovan exporters should carefully assess their products or services to ensure they are suitable for international markets. This involves considering factors such as product quality, pricing competitiveness, differentiation from competitors, and compliance with international standards and regulations. Exporters may need to adapt packaging, labelling, or product features to align with the preferences and requirements of the target market.
2. **Export and Personal Competences**: Exporters should possess the necessary skills and knowledge to navigate the complexities of international trade. This includes understanding export documentation, trade regulations, logistics, and financing. Exporters may benefit from acquiring training or certifications in areas such as export management, international marketing, negotiation, and cultural intelligence. Developing strong interpersonal and communication skills is also essential for building relationships with international buyers and partners.
3. **Market Knowledge and Export Planning**: Thorough market knowledge is crucial for successful exporting. Moldovan exporters should conduct comprehensive market research to understand target markets, including customer preferences, demand trends, competition, distribution channels, and cultural nuances. This information forms the foundation for developing an effective export plan, which outlines specific goals, target markets, market entry strategies, pricing strategies, and distribution channels.
4. **B2B Marketing Tools**: Business-to-business (B2B) marketing tools play a vital role in promoting export products or services to potential international buyers. Moldovan exporters can leverage various tools and tactics, including:
   - Content and Digital Marketing: Creating valuable and informative content such as blog posts, articles, case studies, and whitepapers to showcase expertise and attract potential buyers.

Likewise, establishing a professional website, optimizing it for search engines, creating targeted online advertising campaigns, and utilizing social media platforms to increase visibility and generate leads.

- Corporate Identity: Establishing a strong corporate identity is essential for effective B2B marketing. Moldovan exporters should develop a consistent brand image that aligns with their target market and value proposition, including brand positioning, logo and visual identity, brand messaging.
- Marketing Tools: Moldovan exporters can leverage a variety of marketing tools to reach and engage potential international buyers. Some effective tools include: Product Catalogs and Brochures; Case Studies and Testimonials etc.

5. **Export Sales Promotion Activities**: Effective sales promotion activities can boost the visibility and sales of Moldovan exporters in international markets. Some strategies include:

- Trade Shows and Exhibitions: Participating in international trade shows, exhibitions, and business matchmaking events to showcase products, network with potential buyers, and generate sales leads.
- Trade Promotions: Offering special pricing, discounts, or promotional packages to encourage bulk purchases or repeat orders from international buyers.
- Co-marketing Initiatives: Collaborating with local partners or distributors to conduct joint marketing campaigns, advertising, or promotional activities to reach a wider audience.
- Product Demonstrations and Trials: Offering product demonstrations or trials to potential buyers, allowing them to experience the quality and benefits first-hand.
- Export Budget: Allocating a specific budget for export activities is essential for Moldovan exporters to effectively promote their products or services in international markets.
- Individual Visits and Economic Missions/Meetings: Individual visits and participation in economic missions or meetings offer valuable opportunities for Moldovan exporters to establish relationships with potential partners, identify market insights, and explore business opportunities.

Assessment of export capacity

Assessing export capacity is a crucial step for Moldovan companies considering international trade. It helps companies understand their readiness and capabilities to engage in export activities.

Here are key aspects to consider when assessing export capacity:

- Production Capacity and Scalability: Assess the company's production capacity and scalability to meet potential export demands. Determine if the current production capacity can support increased volume or if adjustments are necessary. Consider factors such as production processes, technology, resources, and workforce capabilities.
- Financial Resources: Evaluate the financial resources available to support export activities. Assess if the company has sufficient capital to invest in market research, marketing efforts, international travel, trade shows, certifications, logistics, and other expenses associated with exporting. Consider exploring export financing options or government support programs if additional resources are needed.
- Market Research and Planning: Assess the company's ability to conduct market research and develop an export plan. Determine if the company has the resources and capabilities to analyse target markets, identify potential customers, understand cultural and regulatory considerations, and devise market entry strategies. Adequate market research and planning are crucial for successful exporting.
- Human Resources and Skills: Evaluate the skills and capabilities of the company's workforce. Determine if employees possess the necessary export-related skills such as international marketing, negotiation, language proficiency, cultural intelligence, and customer relationship management. Identify areas where additional training or hiring may be required to strengthen export capabilities.
- Management Commitment and Support: Assess the level of management commitment and support for export activities. Determine if there is a dedicated export team or if resources are allocated to support export-related initiatives. Management support is crucial for overcoming challenges, allocating resources, and ensuring a strategic focus on exporting.
- Digital Marketing Materials: Evaluate the company's digital marketing materials, including the website, online product catalogues, brochures, and downloadable resources. Determine if these materials are user-friendly, optimized for search engines, and accessible on various devices. Assess if the company utilizes digital channels effectively to promote its offerings and engage with potential international buyers.
- Competitive Analysis of the offer: Conduct a comprehensive analysis of competitors in the target market. Evaluate their offerings, pricing strategies, marketing approaches, and market share. Assess how the company's products or services compare in terms of quality, features, pricing, and value proposition. Identify unique selling points or areas where the company can differentiate itself to gain a competitive advantage.

Overview of the European Nordics Markets

The Nordic region comprises the four sovereign states of **Denmark, Finland, Norway, and Sweden**. Their histories are intertwined, borders have changed over time, and three of these countries share similarities in languages.[7] For instance, Danish, Norwegian, and Swedish belong to the North Germanic language family, which includes languages such as Danish, Norwegian, and Swedish. These languages are closely related and mutually intelligible to varying degrees, making them similar in many ways.

This shared linguistic heritage is one factor that contributes to the cultural and historical ties among these countries.

The Finnish language is a Uralic language that is part of the Finno-Ugric branch. It is spoken by the majority of the population in Finland and by ethnic Finns outside of Finland. Finnish is one of the two official languages of Finland, alongside Swedish. In Sweden, both Finnish and Meänkieli (which has significant mutual intelligibility with Finnish) are official minority languages.

All of the Nordic nations are members of the **European Economic Area (EEA) and/or the European Union (EU)**. Denmark was the first to join the EU, becoming a member in January 1973. Finland and Sweden both joined in 1995. Norway is part of the wider EEA, benefiting from access to the EU's internal market on equal terms with member countries. This entitles Norway to free movement of goods, services, people, and capital within the EU. Nationals of Norway are also able to live and work within the EU, and Norway is a signatory of the Schengen Agreement, allowing open borders with other members.

A further difference between the countries is that **Finland is the only Nordic country to join the eurozone, introducing the euro** at the inception of the currency in January 1999. Sweden's economy still uses the krona (SEK), Denmark and Norway use their own krone (DKK and NOK respectively). Despite the different currencies and memberships in broader economic and defensive unions, strong historical ties between the four countries have fostered a tradition of inter-governmental cooperation across the region. Although not as closely tied as the countries in Benelux, the Nordic Council, composed of government ministers from these nations, is working towards making the region the most sustainable and integrated in the world by 2030.

The countries show similarities with what's known as the **Nordic model**. This approach, prioritizing social welfare and progressive taxation, has led to high living standards for nationals of the individual countries. The Nordic model is often held up as an exemplar for both its strengths and challenges by economists around the world.

Strengths of the Nordic Model

- ✓ **High Living Standards:** Citizens enjoy a high quality of life due to comprehensive social safety nets, access to quality education and healthcare, and robust public services. This is evident in the consistently high rankings of Nordic countries on global happiness and quality of life indices.
- ✓ **Low Income Inequality:** Progressive taxation and strong social programs ensure a more equitable distribution of wealth, resulting in lower income inequality compared to many other

[7] Nordics ecommerce region report 2023.pdf

developed nations. For instance, the Gini coefficient, a measure of income inequality, is significantly lower in Nordic countries than in the US or UK.

- ✓ **High Social Mobility:** Equal access to education and opportunities for advancement allow individuals to move up the socio-economic ladder, fostering a society where one's background doesn't dictate their future. Studies show that intergenerational income mobility is higher in the Nordic countries than in many other OECD nations.
- ✓ **Strong Public Sector:** A well-funded and efficient public sector delivers essential services, ensuring that all citizens have access to basic necessities like healthcare and education, regardless of their income level.
- ✓ **High Trust in Government:** Transparent and accountable governance, coupled with the effective delivery of public services, fosters a high level of trust in government institutions among citizens. This trust is reflected in high voter turnout and public participation in decision-making processes.

Potential Challenges of the Nordic Model

- ✓ **High Taxes:** The extensive social benefits provided by the Nordic model are funded by high taxes on both individuals and businesses. This can sometimes be perceived as a burden, potentially discouraging entrepreneurship and investment.
- ✓ **Labour Market Challenges:** The generous welfare systems can sometimes create disincentives to work, leading to higher unemployment rates in certain demographics or during economic downturns.
- ✓ **Cost of Living:** The high quality of life in the Nordic countries often comes with a high cost of living, making it expensive for businesses to operate and for individuals to maintain their lifestyles.

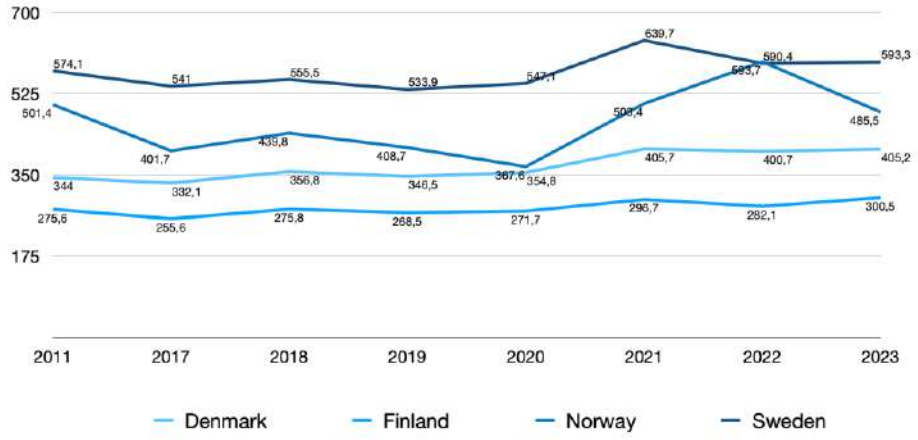
Indicator	Finland	Norway	Denmark	Sweden
				
Area (km²)	338,450	625,222	42,920	447,430
Capital	Helsinki	Oslo	Copenhagen	Stockholm
Currency	Euro (EUR)	Norwegian krone (NOK)	Danish krone (DKK)	Swedish krona (SEK)
Official Language	Finnish	Bokmal Norwegian, Nynorsk Norwegian	Danish, Faroese	Swedish
Foreign Languages Spoken	Swedish	English	English, Greenlandic	Danish, Frisian, Sorbian and Romani
Government Type	Parliamentary republic	Parliamentary constitutional monarchy	Parliamentary constitutional monarchy	Parliamentary constitutional monarchy
Membership	EU[8] (since 1995)	EFTA[9] (non-EU)	EU (since 1973)	EU (since 1995)
VAT (%)	24	25	25	25

[8] European Union - 27 member states
[9] European Free Trade Association - the intergovernmental organisation of **Iceland, Liechtenstein, Norway and Switzerland**

The **Nordic economies** of **Denmark, Finland, Norway, and Sweden** rank among the world's wealthiest, characterized by high standards of living, small wage gaps, high employment, and robust social security systems funded by high taxation.

These countries perform well above EU and OECD averages, forming a coherent macroregion despite some internal differences. **Sweden boasts** the highest overall GDP, while **Norway leads** in GDP per capita.

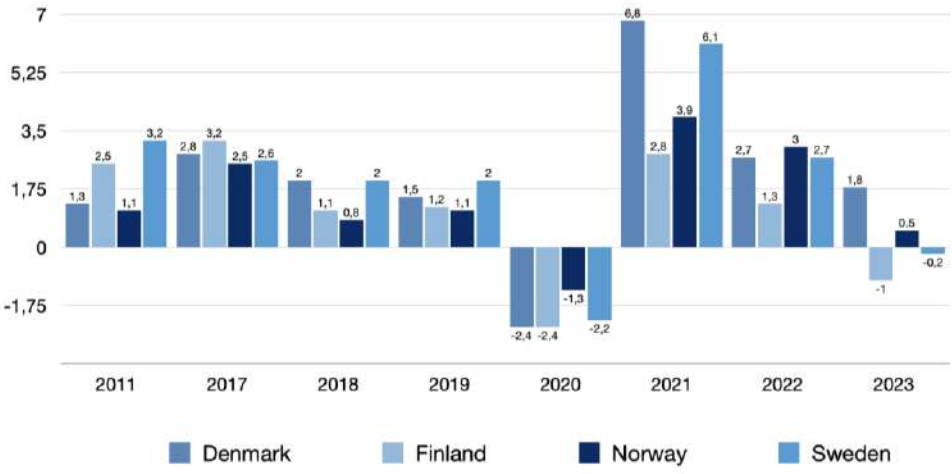
Figure 3 *Gross domestic product (GDP) at current prices in the Nordic countries from 2011 to 2022, by country (billion U.S. dollars)*



Source: International Monetary Fund

From 2011 to 2023, **Sweden** consistently maintained the highest GDP among the Nordic countries, reaching 627.4 billion USD in 2023. Denmark held the second-highest GDP during this period, reaching 406.9 billion USD in 2023. Norway, while experiencing fluctuations due to its reliance on natural resources, maintained the third-highest GDP, reaching 501.1 billion USD in 2023. Finland consistently had the lowest GDP among the four countries, reaching 298.1 billion USD in 2023.

Figure 4 *Real GDP growth, Annual percent change*

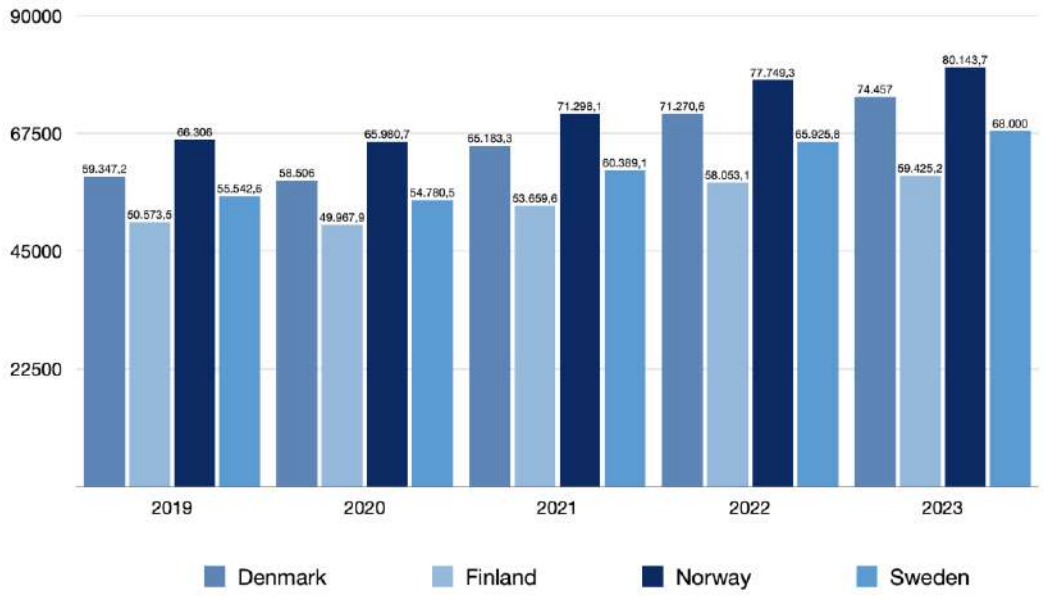


Source: International Monetary Fund

The real GDP growth data for the Nordic countries from 2011 to 2023 highlights the following key points:

1. **Impact of Global Events**: The COVID-19 pandemic significantly impacted all four economies in 2020, with subsequent recoveries in 2021 reflecting strong economic resilience.
2. **Denmark**: Demonstrated strong post-pandemic recovery with growth stabilizing at moderate levels in recent years.
3. **Finland**: Showed fluctuating growth with recent economic challenges leading to negative growth in 2023.
4. **Norway**: Experienced moderate growth with strong recovery post-2020, but recent years indicate slowing growth.
5. **Sweden**: Maintained robust growth pre-pandemic with significant recovery in 2021, followed by stabilization and slight contraction in 2023.

Figure 5 *GDP per capita, current prices (Purchasing power parity; international dollars per capita)*



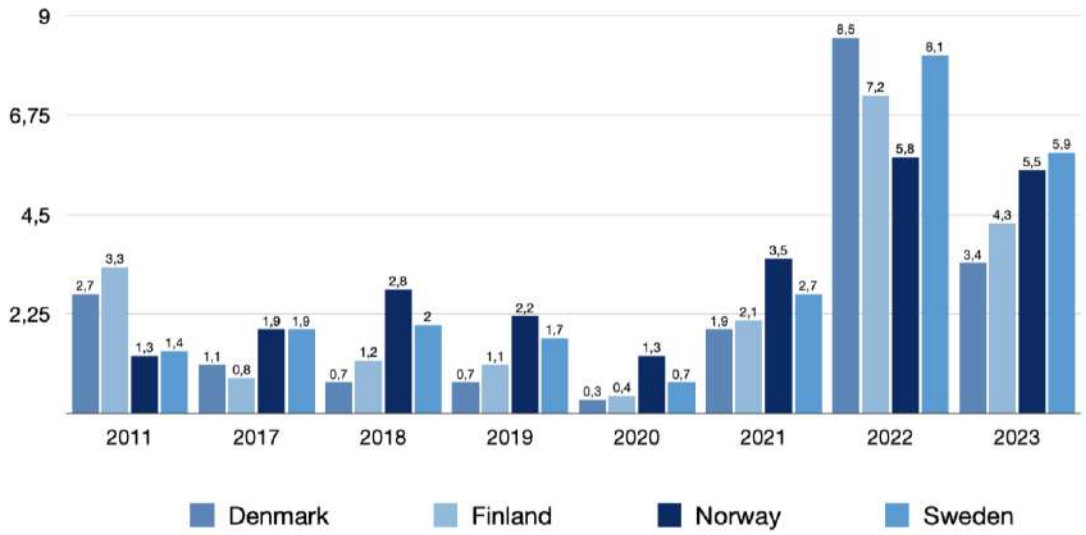
Source: International Monetary Fund

The Nordic countries have maintained high GDP per capita rankings globally, with Norway being slightly higher. The economic performance has been influenced by sectors such as pharmaceuticals in Denmark and oil in Norway.

Norway's GDP per capita experienced a significant drop following the 2014 oil price decline but has since stabilized and is expected to continue growing as global oil prices recover.

Global events such as the COVID-19 pandemic and the Russia-Ukraine war have had notable impacts on inflation and economic growth across the Nordic region, influencing GDP per capita trends.

***Figure 6** Inflation rate in the Nordic countries from 2011 to 2023 (%, compared to previous year)*



Source: International Monetary Fund

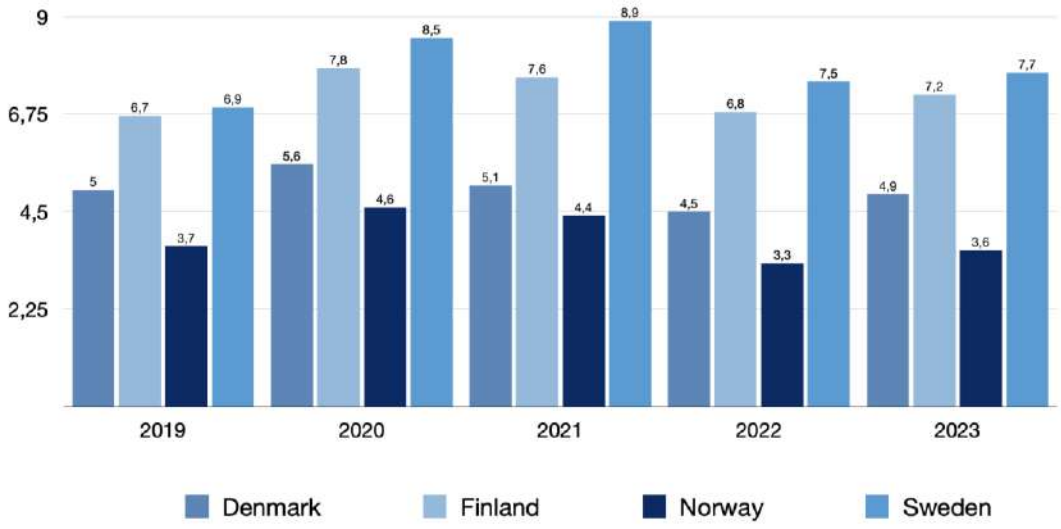
In July 2023, Sweden, which has consistently maintained the highest GDP among the Nordic countries, also experienced the highest inflation rate in the region.[10]

However, inflation in the Nordic countries has been less severe than in several other European countries, particularly in Eastern Europe, where some countries experienced inflation rates nearing 20 percent.

In June 2023, the Harmonized Index of Consumer Prices for the entire European Union was 6.4 percent, with food and non-alcoholic beverages being the most affected sector.

All four Nordic nations are consistently **among the top 20 countries** globally for GDP per capita, underscoring their economic success.

***Figure 7** Unemployment rate, Percent*



Source: International Monetary Fund

[10] https://www.statista.com/topics/9694/inflation-in-the-nordic-countries/#topicOverview

From 2011 to 2023, Norway consistently had the lowest unemployment rate among the Nordic countries, except for a brief period in 2020 when Denmark's rate dipped slightly lower due to the impact of the COVID-19 pandemic. However, by 2023, Norway had firmly re-established its position with the lowest unemployment rate.

Sweden and Finland followed similar trends, both experiencing an increase in unemployment from 2011 to 2013, followed by a general decline until 2019.

However, the pandemic caused a sharp rise in unemployment in both countries in 2020, with Sweden being particularly affected. By 2023, Sweden's unemployment rate was the highest among the Nordic countries.

Overall, the Nordic countries have generally maintained low unemployment rates compared to other European countries. However, the data shows that they are not immune to economic fluctuations and external shocks, as seen in the impact of the COVID-19 pandemic.

Recent import trends in target markets (emerging and highly growing products)

This chapter provides an analysis of recent import trends in the Nordic markets of Denmark, Finland, Norway, and Sweden. It focuses on identifying emerging and highly growing products, offering insights into the dynamics driving these trends. Understanding these trends will help Moldovan exporters identify potential opportunities and tailor their strategies to meet the demand in these markets.

Denmark

Denmark's import market is characterized by its strong demand for advanced technology, pharmaceuticals, and various energy products. Key import sectors include machinery, electronic equipment, and medical devices.

- **Technology and Electronics**: Denmark has seen significant growth in the import of advanced technology and electronic equipment, including automatic data-processing machines and telephone sets. The country's push towards digitalization and smart technologies has driven demand for high-tech imports.
- **Pharmaceuticals**: The pharmaceutical sector remains robust, with increasing imports of medications, indicating a strong demand for both finished products and raw materials.
- **Energy Products**: Denmark continues to import significant amounts of energy products, including petroleum gases and electrical energy. This suggests a focus on ensuring energy supply, although the data does not specifically indicate renewable energy technologies.

Table 1 *Top 20 products of Denmark imports, 2023*

N/o	Product label	Imported value in 2023, mln USD	Share of total, %	Growth, 2022/2023	Growth, 2019/2023[11]
1	Petroleum gas and other gaseous hydrocarbons	8.197,6	6,5%	316,2%	102,7%
2	Motor cars and other motor vehicles	7.063,8	5,6%	30,7%	7,5%
3	Medicaments for therapeutic or prophylactic uses	3.609,9	2,9%	-6,7%	2,9%
4	Petroleum oils and oils obtained from bituminous minerals, crude	3.129,9	2,5%	-14,5%	5,5%
5	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	3.117,9	2,5%	-16,1%	1,6%
6	Telephone sets	2.579,0	2,0%	4,9%	2,5%
7	Automatic data-processing machines and units	2.565,4	2,0%	-6,1%	3,7%
8	Fish, fresh or chilled (excl. fish fillets)	1.962,0	1,6%	47,5%	14,0%

[11] Average annual growth during 2019-2023

9	Cruise ships, excursion boats, ferry-boats, cargo ships, barges	1.816,2	1,4%	89,8%	4,1%
10	Motor vehicles for the transport of goods	1.400,2	1,1%	41,1%	8,3%
11	Electrical energy	1.391,2	1,1%	-57,3%	19,5%
12	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	1.318,5	1,0%	-9,5%	7,8%
13	Furniture and parts thereof	1.082,5	0,9%	-14,5%	2,8%
14	Instruments and appliances used in medical, surgical, dental or veterinary sciences	1.059,1	0,8%	3,2%	4,3%
15	Electrical transformers, static converters	1.043,0	0,8%	5,5%	7,5%
16	Parts and accessories for tractors, motor vehicles	977,5	0,8%	2,9%	2,0%
17	Taps, cocks, valves and similar appliances for pipes, boiler shells, tanks	964,1	0,8%	-3,7%	3,8%
18	Insulated wire, cable	854,0	0,7%	9,5%	11,4%
19	Seats and parts thereof	842,6	0,7%	-18,4%	3,1%
20	Flat-rolled products of iron or non-alloy steel	841,1	0,7%	3,0%	12,7%

Source: Intracen.org, Trademap

Denmark's total import value in 2023 was 126.329 billion USD. There was a slight decline of 0.6% compared to 2022, but a compound annual growth rate (CAGR) of 5.4% from previous years.

Denmark's import market in 2023 is characterized by significant investments in energy, automotive, healthcare, and technology sectors, despite some areas experiencing declines.

Energy Transition:

- ✓ The surge in imports of **petroleum gas** (316.2%) reflects a shift towards cleaner energy sources, aligning with Denmark's ambitious renewable energy goals. This indicates a growing demand for transitional fuels as the country phases out traditional fossil fuels.
- ✓ The significant drop in **electrical energy** imports (-57.3%) suggests Denmark's increased domestic production of renewable energy, reducing reliance on external sources.

Transportation and Automotive Industry:

- ✓ Robust growth in **motor cars** (30.7%) and **motor vehicles for goods transport** (41.1%) demonstrates a strong consumer and commercial demand for vehicles, possibly driven by economic recovery and infrastructure projects.
- ✓ The substantial increase in **cruise ships, excursion boats, and ferries** (89.8%) reflects the rebound of the tourism sector after the pandemic.

Technological Advancements:

- ✓ Steady growth in **telephone sets** (4.9%) and **insulated wire/cable** (9.5%) indicates continued demand for communication and networking infrastructure, likely driven by 5G deployment and digitalization efforts.
- ✓ Although **automatic data-processing machines** experienced a decline (-6.1%), their consistent presence in the top imports suggests ongoing investment in digital technologies.

Health and Pharmaceuticals:

- ✓ **Medicaments** import value decreased slightly (-6.7%), but they remain a significant import category, highlighting Denmark's focus on healthcare and pharmaceutical research.
- ✓ The decline in **human blood and animal blood products** (-9.5%) could be attributed to supply chain disruptions or changes in medical practices.

Other Notable Trends:

- ✓ Increased imports of **fresh fish** (47.5%) could signify changing consumer preferences towards healthier food options or a shift in supply chains.
- ✓ The decline in **furniture** imports (-14.5%) might be due to supply chain disruptions, changing consumer spending habits, or increased domestic production.

Table 2 *Top 20 import partners of Denmark, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share of total, %	Growth, 2022/2023	Growth, 2019/2023[12]
1	Germany	23.569,2	18,7%	-7,6%	2,3%
2	Sweden	14.523,1	11,5%	-6,3%	4,4%
3	Norway	13.648,7	10,8%	136,4%	27,2%
4	Netherlands	11.202,3	8,9%	2,7%	8,2%
5	China	7.595,3	6,0%	-28,6%	1,6%
6	Poland	5.741,4	4,5%	1,2%	7,3%
7	United States of America	5.281,8	4,2%	4,5%	9,8%
8	Italy	4.114,0	3,3%	-4,8%	5,3%
9	Belgium	3.956,2	3,1%	-7,1%	6,0%
10	France	3.492,2	2,8%	-0,6%	3,7%
11	United Kingdom	2.698,1	2,1%	-13,5%	-5,9%
12	Spain	2.223,2	1,8%	-1,5%	4,1%
13	Czech Republic	1.981,7	1,6%	3,9%	4,9%

[12] Average annual growth during 2019-2023

14	Finland	1.395,3	1,1%	-10,3%	2,8%
15	Türkiye	1.252,1	1,0%	-10,8%	4,1%
16	Austria	1.074,2	0,9%	-8,1%	4,6%
17	India	964,5	0,8%	-28,3%	4,5%
18	Bangladesh	941,2	0,7%	-26,7%	4,6%
19	Korea, Republic of	930,2	0,7%	32,4%	10,0%
20	Lithuania	920,5	0,7%	-13,9%	4,8%

Source: Intracen.org, Trademap

Germany remains Denmark's largest import partner, despite a 7.5% decrease in 2023. This reflects the close economic ties and geographical proximity between the two countries.

Sweden and **Norway**, as fellow Nordic nations, are also major import sources for Denmark, with significant trade flows in various sectors.

The most notable growth is seen in imports from **Norway**, with a dramatic increase of 136.4%. This could be attributed to factors such as increased energy cooperation or shifts in supply chains.

Conversely, **China** experienced the most significant decline (-28.5%), likely due to global economic factors, supply chain disruptions.

Other European partners like the **Netherlands**, **Italy**, and **Belgium** show modest growth or slight declines, indicating relatively stable trade relationships.

Finland

Finland's import market is driven by its need for industrial machinery, chemical products, and automotive components.

- **Industrial Machinery**: The Finnish market has seen a steady increase in the import of industrial machinery, including automatic data-processing machines, driven by the country's strong industrial base.
- **Chemical Products**: There is a growing demand for various chemical products, including pharmaceuticals and petroleum oils.
- **Automotive Components**: Imports of motor vehicles and their parts and accessories have grown, reflecting the strength of Finland's automotive sector.

Table 3 *Top 20 products of Finland imports, 2023*

N/o	Product label	Imported value in 2023	Share in total, %	Growth 2022/2023	Growth 2019/2023[13]
1	Petroleum oils and oils obtained from bituminous minerals, crude	6.397,0	7,7%	-12,9%	2,0%
2	Motor cars and other motor vehicles	4.490,6	5,4%	23,5%	6,7%
3	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	3.269,8	4,0%	-33,0%	3,3%
4	Medicaments for therapeutic or prophylactic uses	1.857,6	2,2%	6,6%	3,5%
5	Telephone sets	1.691,1	2,0%	1,9%	2,7%
6	Automatic data-processing machines and units	1.469,2	1,8%	-9,0%	0,8%
7	Parts and accessories for tractors, motor vehicles	1.302,8	1,6%	-25,5%	-8,3%
8	Nickel mattes, nickel oxide sinters	1.247,6	1,5%	-32,0%	6,7%
9	Electronic integrated circuits	1.202,0	1,5%	4,3%	7,6%
10	Petroleum gas and other gaseous hydrocarbons	1.166,3	1,4%	106,7%	57,7%
11	Motor vehicles for the transport of goods	987,3	1,2%	15,5%	2,2%
12	Electric accumulators, incl. separators	930,9	1,1%	17,2%	41,8%
13	Copper ores and concentrates	925,5	1,1%	-19,6%	6,1%
14	Electrical transformers, static converters	897,3	1,1%	8,1%	12,4%
15	Parts suitable for use solely or principally with the machinery	700,0	0,8%	-8,6%	2,7%
16	Instruments and appliances used in medical, surgical, dental or veterinary sciences	679,7	0,8%	7,9%	4,6%
17	Structures and parts of structures	665,5	0,8%	-26,8%	2,5%
18	Electrical energy	592,1	0,7%	-81,3%	-13,2%
19	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	562,2	0,7%	-17,9%	2,9%
20	Insulated wire, cable	548,2	0,7%	-15,6%	1,0%

Source: Intracen.org, Trademap

[13] Average annual growth during 2019-2023

Energy Transition and Challenges:

- ✓ The decline in imports of **crude petroleum oils** (-12.9%) and **refined petroleum oils** (-33.0%) indicates a shift away from fossil fuels, aligning with Finland's commitment to renewable energy sources.
- ✓ The dramatic drop in **electrical energy** imports (-81.3%) reflects a significant shift towards domestic energy production and reduced reliance on external sources.
- ✓ However, the surge in **petroleum gas** imports (105.7%) suggests that the transition is ongoing and that natural gas still plays a crucial role in meeting energy demands.

Technological Advancements and Automotive Industry:

- ✓ Strong growth in **electric accumulators** (17.2%) indicates a growing demand for electric vehicles and energy storage solutions, aligning with Finland's focus on sustainable transportation.
- ✓ The consistent import of **motor cars** (23.5%) reflects a robust automotive market, likely driven by economic recovery and consumer preferences.
- ✓ Modest growth in **telephone sets** (1.9%) and **automatic data processing machines** (0.8%) suggests continued investment in digital infrastructure and technologies.

Industrial Inputs and Raw Materials:

- ✓ The decrease in **copper ores and concentrates** (-19.6%) and **nickel mattes** (-32.0%) could be attributed to fluctuations in global commodity prices or changes in industrial production.
- ✓ The steady growth in **electrical transformers** (8.1%) reflects ongoing demand for electrical infrastructure development and upgrades.

Healthcare and Pharmaceuticals:

- ✓ The modest increase in **medicaments** (6.5%) indicates a stable demand for pharmaceutical products, highlighting the importance of healthcare in Finland.
- ✓ The decline in **human blood and animal blood products** (-17.9%) might be due to changes in medical practices or supply chain issues.

Other Notable Trends:

- ✓ The decline in **parts and accessories for motor vehicles** (-25.5%) could reflect changes in the automotive industry's supply chains or production cycles.
- ✓ Decreased imports of **structures and parts of structures** (-25.8%) might be due to a slowdown in construction projects or changes in sourcing strategies.

Table 4 *Top 20 import partners of Finland, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth, 2019/2023
1	Sweden	14.021,8	16,9%	15,5%	11,4%
2	Germany	12.314,7	14,9%	2,6%	1,5%
3	Netherlands	6.787,5	8,2%	49,9%	15,6%

4	Norway	6.311,5	7,6%	-5,6%	31,3%
5	China	3.470,2	4,2%	-60,8%	-8,8%
6	Estonia	3.138,0	3,8%	-12,8%	7,1%
7	Belgium	3.036,2	3,7%	79,0%	14,6%
8	United States of America	3.011,3	3,6%	-30,8%	3,9%
9	Denmark	2.800,6	3,4%	43,9%	9,7%
10	Poland	2.658,8	3,2%	-6,5%	4,9%
11	Italy	2.504,4	3,0%	1,1%	4,5%
12	France	2.011,0	2,4%	-1,5%	-3,1%
13	United Kingdom	1.721,1	2,1%	-24,1%	-1,7%
14	Russian Federation	1.448,7	1,8%	-77,6%	-32,1%
15	Spain	1.378,3	1,7%	-22,1%	1,6%
16	Czech Republic	1.104,9	1,3%	-0,7%	0,8%
17	Austria	889,7	1,1%	-7,0%	3,0%
18	Türkiye	821,3	1,0%	-17,8%	5,3%
19	Lithuania	747,0	0,9%	-1,3%	6,0%
20	Singapore	744,3	0,9%	134,2%	38,8%

Source: Intracen.org, Trademap

Sweden: Remains Finland's largest import partner, with a 15.5% increase in imports in 2023, reinforcing the strong economic ties between these Nordic neighbours.

Germany: Continues to be a major trade partner, though with a more modest growth of 2.6%, reflecting the established and stable trade relationship between the two countries.

Netherlands: Experienced the most significant growth (49.9%) in imports, indicating a strengthening trade relationship and potential new opportunities for Finnish businesses.

China: Witnessed a sharp decline (-60.8%), reflecting the impact of global economic factors, supply chain disruptions.

Russia: Faced a significant drop (-77.6%) in imports, primarily due to the ongoing war in Ukraine and subsequent trade restrictions.

United States: Also experienced a substantial decrease (-30.8%), possibly due to global economic factors and changes in supply chains.

Norway

Norway's import trends are influenced by its oil and gas industry, as well as its commitment to sustainability and green technology.

- **Oil and Gas Equipment**: Despite a global shift towards renewable energy, Norway continues to import significant amounts of petroleum oils and related products, indicating the ongoing importance of the oil and gas sector.
- **Sustainable Technology**: There is an increasing trend towards importing green technologies, likely including electric vehicles and related infrastructure, as evidenced by the high import values of motor vehicles and nickel products.
- **High-Quality Imports**: Norway also imports a range of high-quality products, including pharmaceuticals and advanced technology, reflecting its high standards for quality and sustainability.

Table 5 *Top 20 products of Norway imports, 2023*

N/o	Product label	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth, 2019/2023[14]
1	Motor cars and other motor vehicles	6.179,48	6,4%	-29,9%	1,0%
2	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	5.197,15	5,4%	-26,8%	13,4%
3	Nickel mattes, nickel oxide sinters	2.664,73	2,8%	-16,6%	9,3%
4	Telephone sets	2.134,74	2,2%	-3,7%	1,4%
5	Automatic data-processing machines and units thereof	1.911,06	2,0%	-6,3%	3,4%
6	Motor vehicles for the transport of goods	1.803,73	1,9%	21,0%	2,6%
7	Medicaments for therapeutic or prophylactic uses	1.661,17	1,7%	-1,1%	1,6%
8	Structures and parts of structures	1.256,72	1,3%	-4,5%	-4,1%
9	Petroleum oils and oils obtained from bituminous minerals, crude	1.216,60	1,3%	166,5%	-4,7%
10	Furniture and parts thereof	1.119,02	1,2%	-12,5%	-0,2%
11	Taps, cocks, valves and similar appliances for pipes, boiler shells, tanks	1.011,45	1,0%	13,5%	2,5%
12	Parts and accessories for tractors, motor vehicles	987,26	1,0%	3,9%	2,1%
13	Artificial corundum	949,36	1,0%	-11,0%	0,2%

[14] Average annual growth during 2019-2023

14	Fats and oils and their fractions of fish	918,22	0,9%	50,6%	17,0%
15	Parts suitable for use solely or principally with the machinery	912,86	0,9%	14,5%	3,5%
16	Preparations of a kind used in animal feeding	889,06	0,9%	-19,0%	20,0%
17	Machines and mechanical appliances having individual functions	858,19	0,9%	20,5%	0,5%
18	Electrical energy	789,15	0,8%	-65,9%	7,3%
19	Electrical transformers, static converters	765,30	0,8%	18,0%	11,1%
20	Cruise ships, excursion boats, ferry-boats, cargo ships, barges	749,68	0,8%	193,4%	4,8%

Source: Intracen.org, Trademap

Energy Transition and Fluctuations:

- ✓ The decline in imports of **crude petroleum oils** (-4.5%) and **electrical energy** (-65.9%) suggests a gradual shift towards cleaner energy sources, aligning with Norway's commitment to environmental sustainability.
- ✓ However, the increase in **petroleum oils (excl. crude)** (166.5%) indicates continued reliance on refined petroleum products for various sectors.

Transportation and Automotive Industry:

- ✓ Strong growth in **motor vehicles for the transport of goods** (21.0%) reflects a robust demand for commercial vehicles, likely driven by economic recovery and infrastructure projects.
- ✓ The decline in imports of **motor cars** (-29.9%) and **parts and accessories for motor vehicles** (3.9%) might be due to supply chain disruptions, changing consumer preferences, or a shift towards electric vehicles.

Technological Advancements and Telecommunications:

- ✓ The modest growth in **telephone sets** (-3.7%) and **automatic data processing machines** (-6.3%) suggests a relatively stable demand for communication and information technology products.
- ✓ The increase in **electrical transformers** (18.0%) indicates ongoing investment in electrical infrastructure development and upgrades.

Industrial Inputs and Raw Materials:

- ✓ The significant decline in imports of **nickel mattes** (-16.6%) could be attributed to fluctuations in global commodity prices or changes in industrial production.
- ✓ The decrease in **artificial corundum, aluminum oxide, and aluminum hydroxide** (-11.0%) might reflect shifts in the manufacturing sector or supply chain disruptions.

Other Notable Trends:

- ✓ The substantial increase in **cruise ships, excursion boats, and ferries** (193.4%) indicates a strong rebound in the tourism sector after the pandemic.

- ✓ The growth in imports of **fats and oils of fish or marine mammals** (50.6%) could reflect changing consumer preferences towards healthier food options or a shift in the fishing industry.

Table 6 *Top 20 import partners of Norway, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share in total, %	Growth 2023/2022	Growth, 2019/2023
1	Germany	10.985,20	11,4%	-10,4%	3,4%
2	China	10.797,18	11,2%	-18,4%	4,3%
3	Sweden	10.473,46	10,8%	-22,8%	0,7%
4	United States of America	7.365,08	7,6%	11,9%	1,7%
5	Netherlands	4.630,77	4,8%	1,7%	7,3%
6	Denmark	4.509,19	4,7%	-9,8%	-1,4%
7	United Kingdom	4.333,83	4,5%	-5,7%	0,3%
8	Poland	3.483,56	3,6%	-4,9%	1,0%
9	Italy	3.001,47	3,1%	4,7%	2,3%
10	France	2.752,16	2,8%	-8,2%	-0,6%
11	Finland	2.418,46	2,5%	-1,5%	4,5%
12	Canada	2.205,67	2,3%	-32,1%	3,9%
13	Spain	2.111,86	2,2%	-3,8%	3,5%
14	Belgium	2.049,07	2,1%	-9,1%	8,7%
15	Brazil	1.981,96	2,0%	9,8%	6,5%
16	Japan	1.699,45	1,8%	4,8%	0,9%
17	Czech Republic	1.265,36	1,3%	-7,1%	6,0%
18	Lithuania	1.209,58	1,2%	-8,4%	2,7%
19	Viet Nam	948,82	1,0%	-7,9%	5,6%
20	Switzerland	945,15	1,0%	8,3%	0,5%

Source: Intracen.org, Trademap

Germany remains Norway's largest import partner, despite a 10.4% decrease in 2023. This reflects the close economic ties and geographical proximity between the two countries.

China and **Sweden,** as major global and regional trade partners, are also significant import sources for Norway, with substantial trade flows in various sectors.

The most notable growth is seen in imports from the **United States of America**, with a remarkable increase of 11.9%.This could be attributed to factors such as increased energy cooperation or shifts in supply chains.

Conversely, **Sweden** experienced the most significant decline (-22.8%), likely due to global economic factors and supply chain disruptions.

Other European partners like the **Netherlands** and **Poland** show modest growth, indicating relatively stable trade relationships.

Sweden

Sweden's import market is diverse, with significant demand for industrial machinery, automotive products, and consumer electronics.

- **Industrial Machinery and Equipment**: The import of machinery and equipment, including automatic data-processing machines, continues to be a key driver, supporting Sweden's manufacturing sector.
- **Automotive Products**: Sweden remains a major importer of motor vehicles and automotive components, driven by its robust automotive industry.
- **Consumer Electronics**: There is a growing market for consumer electronics, including smartphones, computers, and related devices.

Table 7 *Top 20 products of Sweden imports, 2023*

N/o	Product label	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth 2019/2023[15]
1	Motor cars and other motor vehicles	11.538,1	6,0%	18,0%	5,9%
2	Petroleum oils and oils obtained from bituminous minerals, crude	11.213,2	5,8%	-25,2%	6,7%
3	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	7.436,5	3,9%	-18,3%	2,0%
4	Parts and accessories for tractors, motor vehicles	6.684,6	3,5%	15,3%	1,3%
5	Telephone sets	6.643,5	3,4%	-4,5%	2,2%
6	Automatic data-processing machines and units	5.143,7	2,7%	6,7%	8,0%
7	Fish, fresh or chilled (excl. fish fillets)	4.363,5	2,3%	7,9%	4,6%
8	Medicaments for therapeutic or prophylactic uses	3.326,6	1,7%	6,6%	3,7%

[15] Average annual growth during 2019-2023

9	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	2.752,4	1,4%	0,9%	10,7%
10	Motor vehicles for the transport of goods, incl. chassis with engine and cab	2.335,7	1,2%	53,3%	9,5%
11	Electric accumulators	2.061,8	1,1%	73,9%	24,6%
12	Electrical transformers, static converters	1.711,8	0,9%	32,3%	15,2%
13	Insulated wire, cable	1.539,4	0,8%	9,2%	5,5%
14	Electronic integrated circuits	1.408,5	0,7%	13,6%	21,5%
15	Parts suitable for use solely or principally with internal combustion piston engine of heading	1.392,7	0,7%	23,6%	2,0%
16	Furniture and parts thereof	1.320,5	0,7%	-11,2%	1,2%
17	Parts suitable for use solely or principally with the machinery	1.311,5	0,7%	2,7%	5,3%
18	Instruments and appliances used in medical, surgical, dental or veterinary sciences	1.282,0	0,7%	23,8%	6,0%
19	Petroleum gas and other gaseous hydrocarbons	1.257,8	0,7%	-33,7%	13,0%
20	Fish fillets and other fish meat	1.186,0	0,6%	9,1%	8,2%

Source: Intracen.org, Trademap

Automotive Dominance:

- ✓ **Motor cars:** Remain the top import, despite an 18% decrease in value compared to 2022, reflecting the ongoing significance of the automotive industry in Sweden. The 5.9% CAGR indicates a steady long-term demand for cars.
- ✓ **Parts and accessories for motor vehicles:** Showed a significant 15.3% increase in 2023, suggesting a growing aftermarket and potential opportunities for parts suppliers.

Energy Transition and Challenges:

- ✓ **Crude petroleum oils:** Imports decreased by 25.2% in 2023, likely reflecting a shift towards cleaner energy sources and ongoing efforts to reduce reliance on fossil fuels. However, the 6.7% CAGR indicates a continued demand for crude oil in the short to medium term.
- ✓ **Petroleum oils (excluding crude):** Also experienced a decrease (-18.3%), further supporting the trend towards alternative energy sources.
- ✓ **Electric accumulators:** These witnessed a remarkable 73.9% increase, highlighting a burgeoning demand for electric vehicles and energy storage solutions, aligning with Sweden's sustainability goals.

Technological Advancements:

- ✓ **Telephone sets (including smartphones):** Experienced a slight decrease (-4.5%), potentially due to market saturation or longer product life cycles.

- ✓ **Automatic data processing machines:** Showed modest growth (6.7%), indicating continued investment in digital infrastructure and technologies.
- ✓ **Electronic integrated circuits:** Exhibited a notable 13.6% increase, reflecting the growing demand for electronics and semiconductor components.

Health and Pharmaceuticals:

- ✓ **Medicaments:** Remained a significant import category with a 7.9% increase, emphasizing the importance of healthcare in Sweden.
- ✓ **Human blood and animal blood products:** Experienced minimal growth (0.9%), indicating a stable demand for these essential medical products.

Other Notable Trends:

- ✓ **Motor vehicles for the transport of goods:** Experienced a substantial 53.3% increase, reflecting a growing demand for commercial vehicles to support economic activities.
- ✓ **Fish, fresh or chilled:** Showed steady growth (7.9%), suggesting a sustained demand for seafood products.
- ✓ **Furniture and parts:** Decreased by 11.2%, potentially due to changing consumer preferences or supply chain disruptions.

Table 8 *Top 20 import partners of Sweden, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth 2019/2023
1	Germany	32.130,7	16,7%	104,0%	13,9%
2	Netherlands	20.910,3	10,8%	97,6%	40,4%
3	Norway	20.104,6	10,4%	84,5%	51,0%
4	Denmark	12.341,3	6,4%	96,0%	17,8%
5	China	10.379,2	5,4%	73,2%	7,4%
6	Belgium	10.001,1	5,2%	106,1%	47,6%
7	Finland	9.193,5	4,8%	100,9%	18,3%
8	Poland	8.570,3	4,4%	98,5%	28,4%
9	France	7.185,9	3,7%	110,6%	19,9%
10	United States of America	6.631,0	3,4%	90,6%	39,8%
11	Italy	6.424,8	3,3%	99,0%	20,9%
12	United Kingdom	6.122,1	3,2%	81,9%	-15,4%
13	Spain	3.696,4	1,9%	100,6%	66,1%
14	Czech Republic	3.612,0	1,9%	119,5%	39,6%

15	Ireland	2.615,3	1,4%	140,9%	63,7%
16	Austria	2.165,2	1,1%	98,3%	9,9%
17	Hungary	1.919,6	1,0%	111,4%	12,1%
18	Switzerland	1.758,3	0,9%	136,9%	76,1%
19	Estonia	1.683,7	0,9%	88,4%	13,5%
20	Türkiye	1.523,8	0,8%	98,4%	27,1%

Source: Intracen.org, Trademap

Germany remains Sweden's largest import partner, despite a 4.0% decrease in 2023. This reflects the strong economic ties and geographical proximity between the two countries.

Netherlands and **Norway**, as major European trading partners, also hold significant positions, highlighting the importance of intra-European trade for Sweden.

The most significant decline is observed in imports from **China** (-26.8%), reflecting global economic factors, supply chain disruptions.

Conversely, **Ireland** witnessed the most substantial growth (40.9%), indicating a strengthening trade relationship and potential new opportunities for Swedish businesses.

Other European partners like **France**, **Belgium**, and **Czech Republic** experienced varying degrees of growth, signalling a dynamic trade landscape within Europe.

Analysing the import partners of the four European Nordic countries (Denmark, Finland, Norway, and Sweden) collectively reveals a diverse and evolving trade landscape. While each country has unique relationships and priorities, some common trends and key partners emerge when considering the region as a whole:

1. **Germany as a Dominant Partner:** Germany consistently ranks as the top import partner for all four Nordic countries, highlighting its central role in the region's trade. This is due to its strong industrial base, geographical proximity, and well-established economic ties.
2. **Intra-Nordic Trade:** Trade among the Nordic countries themselves is significant, with each country featuring prominently as an import partner for the others. This reflects the deep integration and cooperation within the region.
3. **China's Declining Influence:** All four countries experienced a decline in imports from China in 2023, suggesting a potential shift away from reliance on Chinese goods due to various factors such as supply chain disruptions, and a focus on diversifying trade partners.
4. **Rise of Emerging Partners:** Several emerging economies, such as the Netherlands, Belgium, and South Korea, have seen significant growth in their trade with the Nordic countries. This indicates a growing interest in diversifying import sources and exploring new markets.
5. **Impact of Geopolitical Events:** The ongoing war in Ukraine has significantly impacted trade with Russia, leading to a sharp decline in imports from the country across all Nordic nations.

6. **Focus on Sustainability:** The growing importance of renewable energy and sustainable technologies is reflected in the increasing imports of electric vehicles, batteries, and related components.
7. **Overall Trade Dynamics:** While the total imports for some Nordic countries declined in 2023 due to global economic uncertainties, the long-term trend indicates a steady increase in trade, particularly with European partners and emerging markets.

Based on the previous analysis of the top 20 imported products of Denmark, Finland, Norway, and Sweden in 2023, we can identify several commonalities and trends:

- ✓ **Energy Transition:**

All four countries show a decreasing reliance on crude petroleum oils, reflecting a shift towards cleaner energy sources. However, there's still a significant demand for refined petroleum products and natural gas, indicating a transitional phase in their energy mix. The growing imports of electric accumulators across the Nordic countries highlight a shared commitment to electric mobility and renewable energy solutions.

- ✓ **Automotive Industry:**

While the demand for traditional motor cars fluctuates, there's a consistent demand for commercial vehicles (transport of goods) across the region, likely driven by economic activity and infrastructure development. The rise of electric accumulators also points to a growing market for electric vehicles and associated components.

- ✓ **Technological Advancements:**

All countries demonstrate a steady demand for telecommunications equipment, automatic data processing machines, and electronic components, reflecting the ongoing digitalization and technological advancements in the region.

- ✓ **Pharmaceuticals and Healthcare:**

Medicaments consistently rank among the top imports for all four countries, underscoring the importance of healthcare and pharmaceutical products in the Nordic markets.

- ✓ **Industrial Inputs:**

The demand for industrial inputs like electrical transformers and various raw materials remains significant, although fluctuations exist due to global economic conditions and supply chain disruptions.

Across the four countries, the following product categories experienced notable increases in import values in 2023:

- **Petroleum gas:** Denmark (316.2%), Finland (105.7%)
- **Electric accumulators:** Finland (17.2%), Sweden (73.9%)
- **Motor vehicles for the transport of goods:** Norway (21.0%), Sweden (53.3%)
- **Cruise ships, excursion boats, ferry-boats, cargo ships, barges:** Norway (193.4%)
- **Fats and oils of fish or marine mammals:** Norway (50.6%)
- **Electrical transformers:** Finland (8.1%), Norway (18.0%), Sweden (29.4%)
- **Electronic integrated circuits:** Sweden (13.6%)

1. Market-Specific Insights in DENMARK

1.1. Market Trends

Denmark has a mixed economy with significant government intervention and a robust welfare state. As a member of the European Union, it adheres to EU trade regulations. Key sectors of the Danish economy include the maritime industry, pharmaceuticals, clean energy technologies, and food processing.

Denmark acts as a gateway to Northern Europe and facilitates access for other Nordic countries to European markets. Its business-friendly environment, culture of innovation, high quality of life, stable economy, and commitment to sustainability make it an attractive location for companies looking to expand or establish operations. It is particularly popular for foreign companies to set up their Nordic headquarters, with the Capital Region of Copenhagen offering significant investment opportunities in Life Sciences and Green Technology. Denmark's small, open economy also serves as a testing ground for innovations, with several test centres for the healthcare industry, among others.

Success for suppliers in Denmark depends on competitive factors such as price, quality, timely delivery, and service availability. Danish companies value long-term relationships and rarely change suppliers, so patience and commitment are essential for export companies. While Danish consumers are early adopters of certain products, especially technology, they tend to be conservative and prefer products that have proven their reliability.

ECONOMY AND BUSINESS STRUCTURE

Denmark's economy has shown resilience in recent years, successfully navigating economic challenges. In 2023, the country's real GDP grew by 1.9%, a moderation from the robust recovery seen in 2021 and 2022. This growth was primarily fuelled by strong net exports, particularly in the pharmaceutical industry, which experienced an exceptional boom.

Denmark consistently ranks high in global ease of doing business indices due to its transparent legal system, efficient bureaucracy, and business-friendly environment. This reputation is supported by Denmark's safe business environment, professional talent pool, world-class innovation and technology, and focus on reducing carbon footprint. These factors contribute to a high quality of life, fostering trust and a solid social system.

Denmark also benefits from high labour mobility, facilitated by flexible hiring and firing rules, allowing businesses to scale operations quickly. Small and medium-sized enterprises (SMEs) typically encounter few challenges when operating in Denmark. Although English is widely used in the business environment, understanding the local language and the significance of local networks can add substantial value to business operations.

KEY INDUSTRIES

Denmark's economic landscape is shaped by a few key industries that have not only contributed significantly to its growth but also positioned it as a leader in innovation and sustainability.

1. **Pharmaceuticals**: This sector is a cornerstone of Denmark's economy, driving both domestic growth and international trade. The industry's contribution to the trade surplus grew by almost 3 percentage points of GDP in the period Q4 2022 to Q3 2023 compared to the previous year. This growth is indicative of the sector's robust performance and its pivotal role in Denmark's export-oriented economy. Furthermore, the pharmaceutical industry's commitment to research and development is evident in its substantial investment, accounting for nearly 60% of Denmark's total

R&D expenditure. This focus on innovation not only fuels the industry's growth but also has positive spill over effects on other sectors, fostering a culture of technological advancement.

2. **Renewable Energy**: Denmark's leadership in renewable energy, particularly wind power, is a testament to its commitment to sustainability and energy security. The country's ambitious target of quadrupling its renewable energy production on land by 2030 underscores its dedication to a green energy transition. Additionally, the planned expansion of offshore wind energy production by at least 9 GW by 2030 further solidifies Denmark's position as a global frontrunner in this sector. The renewable energy sector's growth is not only reducing Denmark's reliance on fossil fuels but also creating new economic opportunities, including job creation and technological advancements.

3. **Manufacturing**: Denmark's manufacturing sector is a model of high productivity and efficiency, boasting a labour productivity level per hour worked that is 141% of the EU average in 2022. The sector's strength lies in its diversity, encompassing industries ranging from pharmaceuticals and machinery to food processing. This diversity not only contributes to Denmark's export strength but also provides resilience against economic shocks. The sector's focus on innovation and adoption of new technologies, such as automation and digitalization, further enhances its competitiveness.

4. **Agriculture**: While the agricultural sector faces challenges related to greenhouse gas emissions and nutrient pollution, it remains a significant contributor to Denmark's economy. The sector is actively transitioning towards more sustainable practices, with 11.6% of utilized agricultural area fully converted to organic farming in 2021. This shift towards sustainability is not only crucial for environmental reasons but also for meeting the growing consumer demand for organic and environmentally friendly products. Despite being the fifth-highest in livestock density within the EU in 2020, Denmark is actively seeking solutions to mitigate the environmental impact of this sector.

These industries are interconnected, creating a dynamic economic ecosystem. The pharmaceutical sector's focus on R&D spills over into other sectors, fostering innovation. The growth of renewable energy creates demand for new manufacturing capabilities and stimulates innovation in related technologies. The agricultural sector's transition towards sustainability aligns with global trends and consumer preferences.

Commercial Databases

For comprehensive and detailed company information, consider investing in a commercial database. These platforms offer a wealth of data, including financial information, contact details, company size, industry, and more. Here are some reputable options:

- **Dun & Bradstreet[16]:** Provides global company data, including detailed information on Nordic companies.
- **Woofonda[17]**: Offers a free, publicly accessible database of worldwide companies that can be searched easily. This platform allows you to find company information without any costs.
- **CVR.dk[18]**: The Central Business Register (CVR) allows free access to basic information about all registered companies in Denmark. You can search for companies by various parameters, including name and registration number. This is a comprehensive and official source for company data.

[16] https://www.dnb.com
[17] https://woofonda.com
[18] https://datacvr.virk.dk

- **LinkedIn:**[19] Can be used to find company information and employee profiles.
- **Google Search:** Basic company information can often be found through a simple Google search.
- **TradeMap.org**

TradeMap.org, provided by the International Trade Centre (ITC), is a valuable resource for identifying companies involved in international trade. Here's how you can leverage it to find companies in Denmark, Finland, Norway, or Sweden:

1. Accessing TradeMap.org:

Head over to the official website: https://www.trademap.org/

2. Selecting "Companies":

On the homepage, you have two options for finding companies:

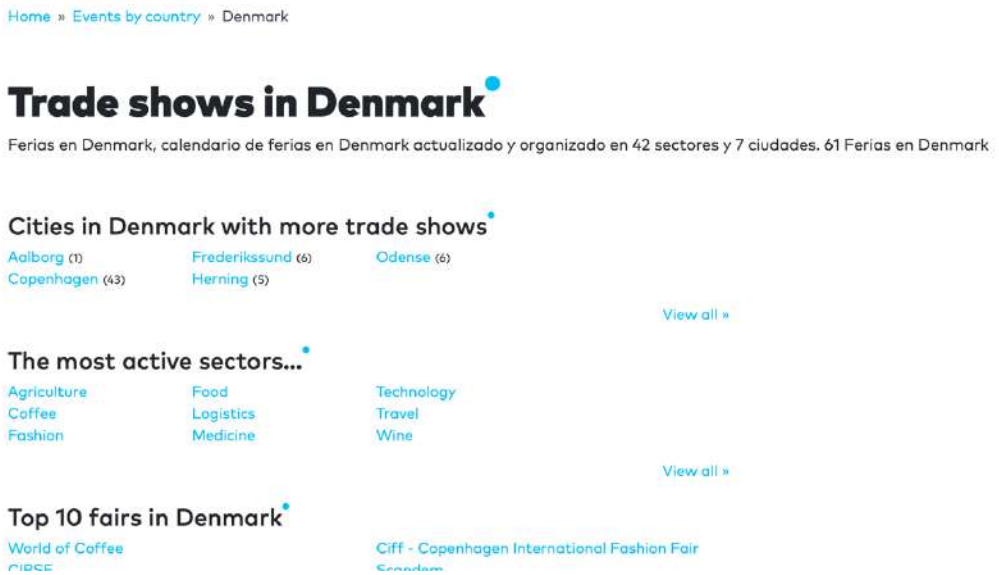
- **Import & Export Statistics:** This provides an overview of trade flows between countries and product categories. It doesn't directly display company information, but can be useful for identifying relevant sectors and potential trading partners.

Companies: Choose this option to access the company database.

TRADE AND FAIRS

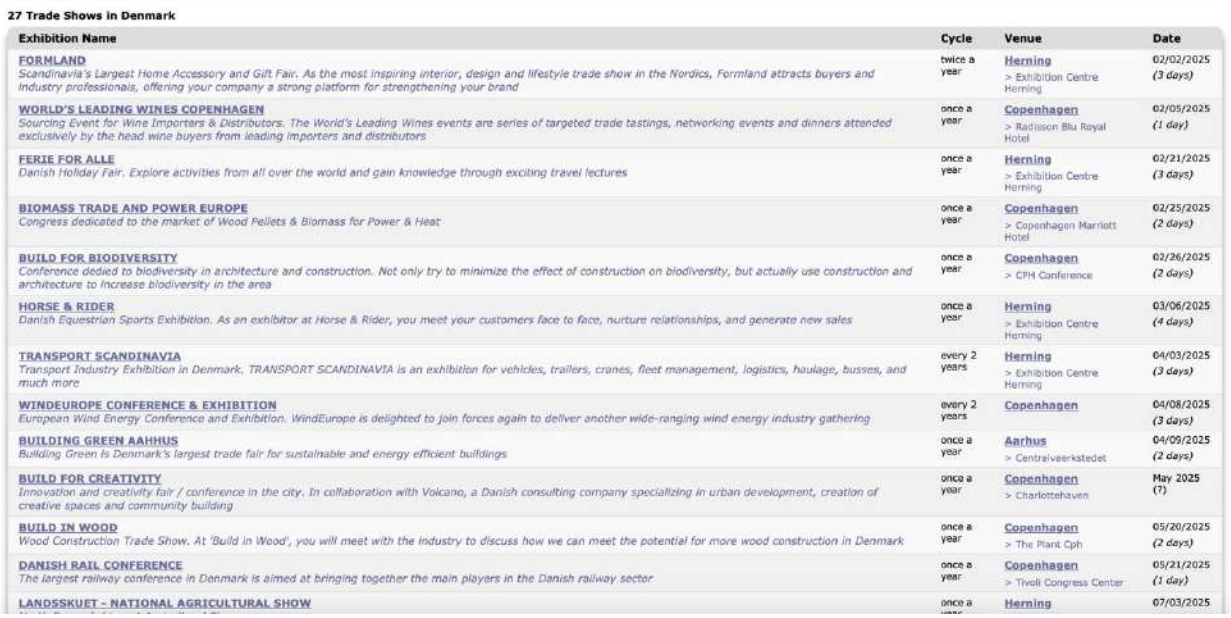
In order to successfully participate in trade fairs and exhibitions, it's essential to identify the most relevant events.

1. **Ntradeshows**[20]: A comprehensive list of trade shows in Denmark, including upcoming events and detailed descriptions.



[19] https://www.linkedin.com/
[20] https://www.ntradeshows.com/denmark/

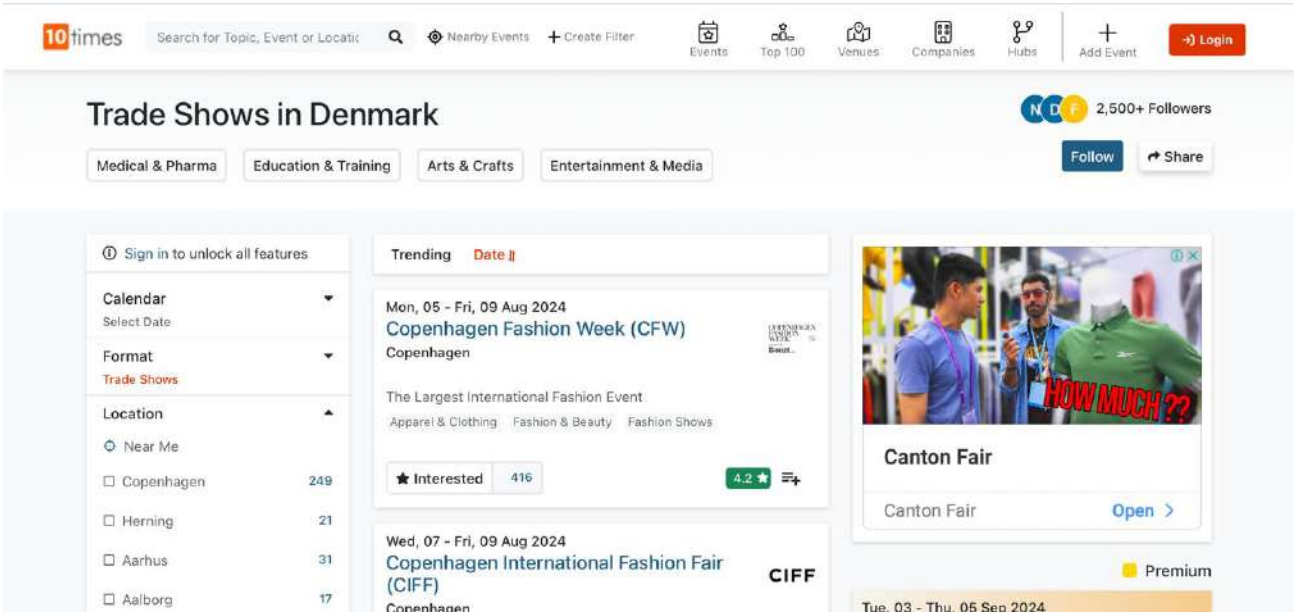
2. **EventsEye**[21]: Provides a wide range of trade shows in Denmark with dates, venues, and categories



27 Trade Shows in Denmark

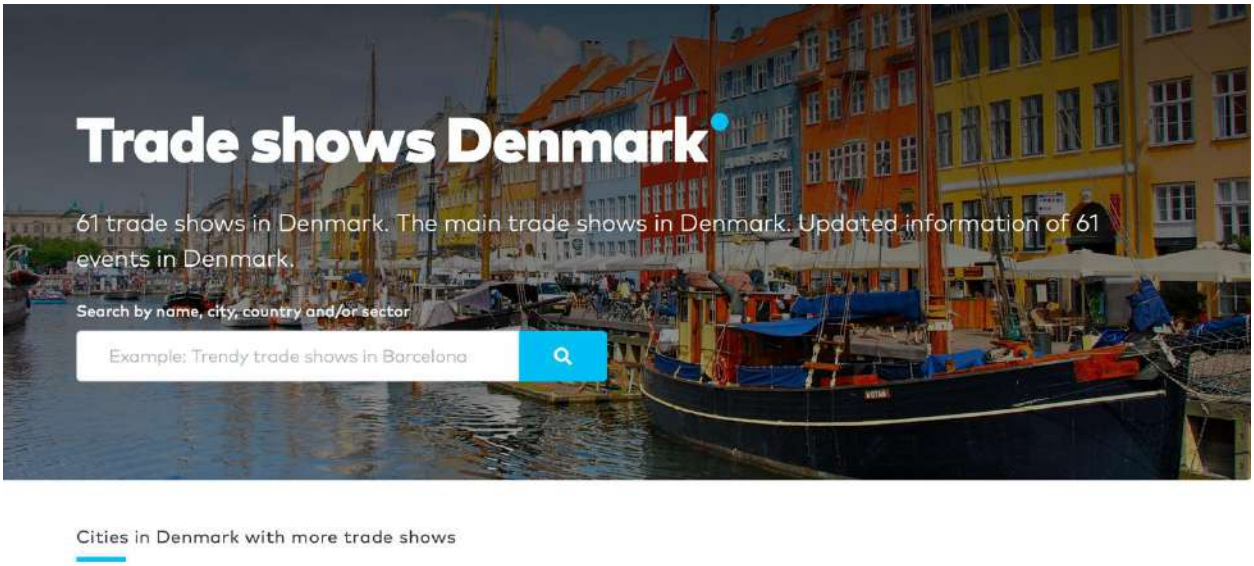
Exhibition Name	Cycle	Venue	Date
FORMLAND *Scandinavia's Largest Home Accessory and Gift Fair. As the most inspiring interior, design and lifestyle trade show in the Nordics, Formland attracts buyers and industry professionals, offering your company a strong platform for strengthening your brand*	twice a year	Herning > Exhibition Centre Herning	02/02/2025 *(3 days)*
WORLD'S LEADING WINES COPENHAGEN *Sourcing Event for Wine Importers & Distributors. The World's Leading Wines events are series of targeted trade tastings, networking events and dinners attended exclusively by the head wine buyers from leading importers and distributors*	once a year	Copenhagen > Radisson Blu Royal Hotel	02/05/2025 *(1 day)*
FERIE FOR ALLE *Danish Holiday Fair. Explore activities from all over the world and gain knowledge through exciting travel lectures*	once a year	Herning > Exhibition Centre Herning	02/21/2025 *(3 days)*
BIOMASS TRADE AND POWER EUROPE *Congress dedicated to the market of Wood Pellets & Biomass for Power & Heat*	once a year	Copenhagen > Copenhagen Marriott Hotel	02/25/2025 *(2 days)*
BUILD FOR BIODIVERSITY *Conference dedied to biodiversity in architecture and construction. Not only try to minimize the effect of construction on biodiversity, but actually use construction and architecture to increase biodiversity in the area*	once a year	Copenhagen > CPH Conference	02/26/2025 *(2 days)*
HORSE & RIDER *Danish Equestrian Sports Exhibition. As an exhibitor at Horse & Rider, you meet your customers face to face, nurture relationships, and generate new sales*	once a year	Herning > Exhibition Centre Herning	03/06/2025 *(4 days)*
TRANSPORT SCANDINAVIA *Transport Industry Exhibition in Denmark. TRANSPORT SCANDINAVIA is an exhibition for vehicles, trailers, cranes, fleet management, logistics, haulage, busses, and much more*	every 2 years	Herning > Exhibition Centre Herning	04/03/2025 *(3 days)*
WINDEUROPE CONFERENCE & EXHIBITION *European Wind Energy Conference and Exhibition. WindEurope is delighted to join forces again to deliver another wide-ranging wind energy industry gathering*	every 2 years	Copenhagen	04/08/2025 *(3 days)*
BUILDING GREEN AAHHUS *Building Green is Denmark's largest trade fair for sustainable and energy efficient buildings*	once a year	Aarhus > Centralveerkstedet	04/09/2025 *(2 days)*
BUILD FOR CREATIVITY *Innovation and creativity fair / conference in the city. In collaboration with Volcano, a Danish consulting company specializing in urban development, creation of creative spaces and community building*	once a year	Copenhagen > Charlottehaven	May 2025 (?)
BUILD IN WOOD *Wood Construction Trade Show. At 'Build in Wood', you will meet with the industry to discuss how we can meet the potential for more wood construction in Denmark*	once a year	Copenhagen > The Plant Cph	05/20/2025 *(2 days)*
DANISH RAIL CONFERENCE *The largest railway conference in Denmark is aimed at bringing together the main players in the Danish railway sector*	once a year	Copenhagen > Tivoli Congress Center	05/21/2025 *(1 day)*
LANDSSKUET - NATIONAL AGRICULTURAL SHOW	once a	Herning	07/03/2025

3. **10Times**[22]: Lists various trade fairs and exhibitions in Denmark, categorized by industry.



[21] https://www.eventseye.com/fairs/c1_trade-shows_denmark.html
[22] https://10times.com/denmark/tradeshows

4. **Neventum**[23]: Offers information on trade shows in Denmark, including dates and locations.



1.2. Consumer behaviour

Denmark is characterized by high purchasing power and a good quality of life, leading consumers to favour quality and innovative products. Danish consumers are notably discerning and use new technologies and readily available information to research brands and products before purchasing. Creating an engaging shopping experience is crucial for attracting consumers, who increasingly prefer online shopping to avoid queues, traffic, and stockouts.

Denmark ranks as the 22nd largest eCommerce[24] market, with projected revenues of USD 18,294.3 million by 2024, placing it ahead of the Philippines.

In 2024, Denmark's eCommerce market is anticipated to grow by 7.4%, contributing to a global growth rate of 10.4%. Like Denmark, global eCommerce sales are expected to rise in the coming years. The Danish eCommerce market comprises seven key segments identified by ECDB. The largest is Hobby & Leisure, accounting for 25.9% of the revenue, followed by Electronics at 20.8%, Fashion at 17.6%, Furniture & Homeware at 11.6%, Care Products at 9.3%, DIY at 8.9%, and Grocery at 5.8%.

Danish consumers are open to new products, with brand loyalty driven by excellent customer service and strong branding. Denmark is at the forefront of new technologies, and social media significantly influences consumption, with 61% of consumers swayed by recommendations and 44% by influencers, according to a Deloitte study. Data protection is also a significant concern.

Environmental awareness is reshaping Danish consumption habits. Denmark was an early promoter of organic products, and consumers are increasingly adopting responsible consumption practices for both planetary and health benefits. This shift is most evident in the food sector, where many view food as medicine. Consumers favour transparent, sustainable, ethical, labelled, fresh, and plant-based products, and are keen to reduce waste and avoid additives. The number of vegetarians and vegans

[23] https://www.neventum.com/tradeshows/denmark
[24] https://ecommercedb.com/markets/dk/all

is rising, with many young people adopting a flexitarian diet, reducing meat and fish consumption in favour of quality. The second-hand market is well-developed, encompassing electronics, furniture, fashion, and vehicles, and is supported by websites and apps. The collaborative economy is also growing, with platforms for housing rentals and carpooling becoming more popular.

Based on insights from NielsenIQ[25], here are five key Nordic consumption trends that are shaping consumer behaviour in Denmark:

1. **Non-alcoholic Beverages:** There is a growing trend towards non-alcoholic beer, driven by the "no low" and "sober curiosity" movements. Denmark saw a 15.1% increase in non-alcoholic beer sales.
2. **Coffee Culture:** Coffee remains a staple, with Denmark experiencing a 13.4% increase in grocery coffee sales.
3. **Carbonated Beverages:** Soft drink sales are strong, with significant growth driven by changes in taxation and consumer preferences.
4. **Meat-Free Days:** The rise of flexitarian diets has increased the demand for meat substitutes, reflecting a shift towards sustainability and health.
5. **Milk Substitutes:** Plant-based and lactose-free dairy products are increasingly popular, driven by health and environmental concerns.

These trends highlight the evolving preferences of Danish consumers, emphasizing health, sustainability, and value for money.

As of June 2023, Danish consumer sentiment[26] has shown notable improvement. According to the latest survey conducted in April 2023 BY BCG[27], 27% of consumers plan to increase their spending in the next six months, compared to just 13% in October 2022.

Furthermore, only 30% of consumers expect to reduce their spending, a significant drop from the 68% who planned to do so six months earlier. This shift indicates a recovering and optimistic market environment for retailers and exporters.

Key Factors Influencing Consumer Behaviour

1. **Value for Money:**

- ✓ **Primary Purchasing Criterion:** Value for money remains the most crucial factor for Danish consumers when making purchasing decisions. This is particularly evident in the grocery sector, where 76% of consumers prioritize this criterion. Consumers are seeking ways to maximize their purchasing power, often opting for stores and products that offer the best value.
- ✓ **Preference for Discounters:** With 68% of consumers expecting value for money to increase in importance, there is a noticeable shift towards discount retailers. Discounters and supermarkets that emphasize competitive pricing and promotional offers are likely to attract more customers.

2. **Sustainability and Social Responsibility:**

[25] https://nielseniq.com/global/en/insights/report/2022/5-nordic-consumption-trends-to-watch/
[26] https://web-assets.bcg.com/31/bc/0ebe31544e6bb4cdc22fba83a735/danish-consumer-sentiment-series-june-2023.pdf
[27] Boston Consulting Group

- ✓ **Growing Significance:** The importance of sustainability and social responsibility in purchase decisions has increased substantially. Currently, 21% of consumers consider social and environmental responsibility as a key purchasing factor, up from just 4% in October 2022. This shift reflects a growing awareness and preference for sustainable practices among Danish consumers.
- ✓ **Price Sensitivity in Sustainable Shopping:** While there is a growing preference for sustainable products, price remains a significant barrier. Consumers are willing to pay a premium of approximately 19% for sustainable products, but this willingness is tempered by the importance of affordability.

3. **Health and Functionality:**

- ✓ **Health as a Declining Priority:** Post-COVID-19, health has declined as a primary purchasing criterion, now ranking third. Only 26% of consumers consider health as a critical factor, down from 42% in April 2022. This indicates a shift towards other priorities such as value for money and functionality.
- ✓ **Rising Importance of Functionality:** Functionality has become increasingly important, with 28% of consumers rating it as a crucial purchasing factor. This trend suggests that consumers are looking for products that offer practical benefits and convenience.

4. **Online Shopping:**

- ✓ **Surge in Activity:** Online shopping has regained momentum, with 48% of consumers shopping online frequently, surpassing the peak levels observed during the COVID-19 pandemic. The ease of finding products and the convenience of online shopping are major drivers of this trend.
- ✓ **Price Perception and Online Retail:** Consumers generally perceive online shopping as more cost-effective, especially for categories like electronics, apparel, and accessories. However, for groceries and home furnishings, physical stores are still preferred due to better perceived prices.

5. **Brand Attractiveness:**

- ✓ **Influence of Sustainability and Value:** The perceived attractiveness of grocery store brands is heavily influenced by their sustainability profiles and value-for-money propositions. Supermarkets and discounters that score high on these parameters are seen as more attractive by consumers, whereas convenience stores and smaller supermarket chains lag behind.

Spending Projections

1. **Stable Grocery Spending:** The outlook for grocery spending is relatively stable, with a slight decline of 0.5% to a slight increase of 0.5% expected over the next six months. While 54% of consumers expect their grocery spending to remain unchanged, there are still more consumers expecting to spend less (24%) than those expecting to spend more (20%).
2. **Increased Discretionary Spending:** Categories expected to see the most significant spending increases include leisure travel (2.5%), home furnishings and DIY (1.5%), and live entertainment and cultural events (1.4%). Conversely, spending on alcohol, tobacco, and nicotine is projected to decline by 1.9%.

Economic Concerns and Influences

Inflation:

a) **Primary Concern:** Inflation remains the top concern for 70% of Danish consumers, although it has decreased slightly from 77% in October 2022. The ongoing economic environment continues to affect consumer confidence and spending habits.
b) **Gender Differences:** There is a notable gender disparity, with 75% of women expressing concern about inflation compared to 65% of men. This suggests different financial pressures or perceptions between genders.

Energy Prices and Savings:

a) **Decreasing Concerns:** While concerns about energy prices and the need to draw on savings have diminished since October 2022, they remain significant. Currently, 65% of consumers still consider energy prices a top-three concerns, down from 77%.
b) **Rising Mortgage Rates:** Rising interest rates and mortgage costs have become more significant concerns, with worry levels increasing from 12% to 30% over the past six months.

Geopolitical Tensions:

a) **Increasing Worries:** Concerns about geopolitical tensions have surged, increasing from 9% in October 2022 to 32% in April 2023. This rise reflects the impact of global events on consumer sentiment and economic stability.

Implications for Exporters

For exporters targeting the Danish market, understanding and adapting to these consumer behavior trends is crucial. Strategies should include:

1. **Emphasizing Value for Money:** Products should be competitively priced, and marketing efforts should highlight value propositions. Offering discounts and promotions can attract cost-conscious consumers.
2. **Promoting Sustainability:** Highlighting sustainable practices and certifications can appeal to the growing segment of environmentally conscious consumers. However, maintaining affordability is key to gaining wider acceptance.
3. **Leveraging Online Channels:** Enhancing online presence and ensuring a seamless online shopping experience can capture the increasing number of online shoppers. Competitive pricing online is essential to compete with physical stores.
4. **Adapting to Economic Conditions:** Exporters should remain flexible and responsive to economic fluctuations and consumer concerns about inflation and energy prices. Offering budget-friendly options and addressing consumers' financial sensitivities can foster trust and loyalty.

1.3. Competitive Landscape

Denmark boasts a robust and competitive economic landscape, characterized by high productivity, innovation, and a favourable business environment. It has consistently ranked high in global competitiveness indices, securing the top position in the 2023 IMD World Competitiveness Ranking. This achievement is attributed to its exceptional performance in digitalization, a strong focus on sustainability, and an agile and innovative business sector.

Denmark's competitiveness is further underscored by its top ranking in the 2023 European Innovation Scoreboard, reflecting its significant investments in research and development (R&D). The country's R&D intensity, measured as R&D expenditure as a percentage of GDP, stands at 2.89%, significantly

above the EU average. This commitment to innovation is evident across various sectors, with a particular emphasis on green technologies in the energy and transport sectors.

The Danish labour market also contributes to the country's competitive edge. Despite recent slowdowns in employment growth and a slight increase in unemployment, the labour market remains tight, with high employment rates and low unemployment compared to the EU average. However, skill shortages pose a challenge, particularly in sectors crucial for the green and digital transitions.

Denmark's digital infrastructure is another key factor in its competitiveness. The country has achieved nearly full coverage of fixed very high-capacity networks (VHCN) and boasts a high rate of fiber to the premises (FTTP) coverage, both exceeding the EU average. Moreover, Denmark achieved full 5G coverage in 2023, further enhancing its digital capabilities.

The business environment in Denmark is highly favourable, characterized by efficient public institutions and a strong focus on digital public services. The country is a frontrunner in e-government, with 100% of public services offered online and high levels of user-centricity.

However, challenges to Denmark's competitiveness remain. These include skill shortages, declining business R&D intensity, and a growing productivity gap between large and small companies. Addressing these challenges will be crucial for maintaining Denmark's competitive edge in the global economy.

In conclusion, Denmark's competitive landscape is characterized by strengths in innovation, digitalization, and a favorable business environment. However, addressing challenges related to skill shortages and ensuring a broader distribution of R&D investments will be essential for sustaining its competitive advantage in the long term.

2. Regulatory Navigation in DENMARK

Denmark actively participates in numerous international conventions and maintains robust customs procedures, playing a significant role in global trade.

International Conventions:

Denmark's commitment to international cooperation is evident through its membership in various key conventions:

- **World Trade Organization (WTO):** As a WTO member, Denmark adheres to the organization's rules and regulations, promoting fair and open trade practices.
- **Organisation for Economic Co-operation and Development (OECD):** Denmark actively contributes to the OECD's efforts in promoting economic growth, prosperity, and sustainable development.
- **Kyoto Protocol:** Denmark demonstrates its commitment to environmental protection by being a party to the Kyoto Protocol, aiming to reduce greenhouse gas emissions.
- **Washington Convention (CITES):** Denmark actively supports the conservation of endangered species by adhering to CITES regulations, restricting trade in threatened flora and fauna.
- **Basel Convention:** Denmark participates in global efforts to manage hazardous waste responsibly by being a party to the Basel Convention, controlling transboundary movement and disposal of such waste.

- **Montreal Protocol:** Denmark contributes to protecting the ozone layer by adhering to the Montreal Protocol, which aims to phase out ozone-depleting substances.
- **Wassenaar Arrangement:** Denmark participates in the Wassenaar Arrangement, promoting transparency and responsibility in the transfer of conventional arms and dual-use goods and technologies.
- **International Coffee Agreement:** Denmark's involvement in the International Coffee Agreement reflects its commitment to fair trade practices and sustainable development in the coffee industry.

International Economic Cooperation:

Denmark's active participation in international economic organizations further strengthens its role in global trade:

- **International Monetary Fund (IMF):** Denmark contributes to the IMF's efforts in promoting global monetary cooperation and financial stability.
- **European Union (EU):** As an EU member state, Denmark benefits from the single market and participates in shaping EU trade policies.
- **Group of Nine (G-9):** Denmark collaborates with other developed countries within the G-9 to address global economic challenges.
- **International Chamber of Commerce (ICC):** Denmark actively supports the ICC's initiatives in promoting international trade and investment.
- **Euro-Atlantic Partnership Council (EAPC):** Denmark engages in dialogue and cooperation with other Euro-Atlantic countries within the EAPC framework.

2.1. Import/Export Policies (Tariffs and duties; Licensing and permits; Documentation requirements)

Tariffs and Duties

Denmark, as a member of the European Union (EU), adheres to the EU's common trade policy, which means its import and export policies are largely aligned with EU regulations.

There are no tariffs or duties on goods traded between EU member states.

Tariffs and duties on goods imported from countries outside the EU are determined by the EU's Common Customs Tariff. The rates vary depending on the type of product and its origin.

EU Import Tariffs

- As a customs union, the EU applies a common external tariff on goods imported from non-EU countries.
- Tariff rates are determined by the classification of the good in the EU's Combined Nomenclature (CN) system, which is based on the international Harmonized System (HS).
- The CN coding system provides an 8-digit classification, with the first 6 digits corresponding to the HS headings and the final 2 digits representing EU-specific subdivisions.
- Tariff rates typically range from 5-14% for industrial goods, but can be higher for certain sensitive agricultural and food products.

Tariff Rate Quotas

- The EU also utilizes tariff rate quotas (TRQs) for some products, which allow a set quantity to be imported at a lower tariff rate, with a higher rate applied once the quota is filled.
- TRQs are often established through free trade agreements or as part of WTO commitments.
- The details on specific TRQs, including the quota quantities, in-quota and over-quota tariff rates, are published in the EU's Official Journal.

Preferential Tariffs

- The EU provides preferential tariff treatment to developing countries through programs like the Generalized Scheme of Preferences (GSP) and Everything But Arms (EBA) initiative.
- U.S. exports to the EU also benefit from an average tariff of just 3%, thanks to the EU-U.S. trade relationship.

Calculating Import Duties

- Import duties are calculated based on the customs value of the goods, which includes the cost, insurance and freight (CIF) value.
- In addition to the ad valorem tariff, processed agricultural and food products may also be subject to additional duties based on their content of sugar, milk fat, milk protein and starch.

Accessing Tariff Information

- Importers can look up the applicable tariff rates using the EU's online Integrated Tariff (TARIC) database, which provides the full 10-digit TARIC code and associated duty rates.
- The TARIC[28] is updated daily and can be searched by product code, description or country of origin

For More Information:

For detailed information on customs duties, taxes, and other import regulations in Denmark, refer to the Taxation and Customs Guide published by the European Commission. It provides comprehensive guidance on the EU's customs procedures, tariff rates, and preferential trade arrangements.

Licensing and permits

In Denmark, the import of most goods is generally unrestricted and does not require specific licenses or permits. However, certain categories of goods are subject to import restrictions and require special authorization to ensure compliance with safety, security, health, and environmental standards.

Specific Goods Requiring Import Licenses or Permits

Name	Description
Firearms, Ammunition, and Explosives	The import of firearms, ammunition, and explosives is strictly regulated and requires a license from the Danish Ministry of Justice[29]

[28] https://ec.europa.eu/taxation_customs/dds2/taric/taric_consultation.jsp?Lang=en
https://taxation-customs.ec.europa.eu/customs-4/calculation-customs-duties/customs-tariff/eu-customs-tariff-taric_en
[29] https://www.justitsministeriet.dk/english/

Pharmaceuticals and Medicinal Products	The import of pharmaceuticals and medicinal products is subject to licensing requirements to ensure their safety and efficacy. The Danish Medicines Agency[30] is responsible for issuing import authorizations for these products
Agricultural Products	Certain agricultural products, such as **plants, seeds, and animal products**, may require import permits or phytosanitary certificates to prevent the introduction of pests and diseases
Chemicals and Hazardous Substances	The import of chemicals and hazardous substances is regulated to protect human health and the environment. Importers may need to obtain permits or notifications under the REACH regulation (To protect human health and the environment against the harmful effects of chemical substances)[31] or other relevant legislation
Cultural Goods and Antiquities	The import of cultural goods and antiquities may be subject to restrictions to prevent illicit trafficking and protect cultural heritage
Dual-Use Goods	Dual-use goods, which have both civilian and military applications, are subject to export controls and may require licenses for import into Denmark

Import Licensing Procedures:

The specific licensing procedures and requirements vary depending on the type of goods and the relevant regulatory authority. Generally, importers must submit an application to the relevant authority, providing detailed information about the goods, their intended use, and compliance with applicable regulations. The authorities may also require additional documentation, such as technical specifications, safety data sheets, or certificates of origin.

Penalties for Non-Compliance:

Failure to obtain the necessary licenses or permits for restricted goods can result in severe penalties, including fines, seizure of goods, and even criminal charges. It is crucial for importers to be aware of the import restrictions and licensing requirements for their specific products and to ensure compliance with all applicable regulations.

Documentation requirements

Danish Import Document Requirements

Denmark, as a member of the European Union (EU), adheres to the EU's customs regulations and documentation requirements for importing goods. The following are the essential documents required for importing goods into Denmark:

Name	Description
Customs Import Declaration (SAD Form)	• This is the primary customs declaration form used for both imports and exports within the EU. • It includes detailed information about the goods, their origin, value, destination, and applicable customs procedures. • The SAD is typically prepared electronically using the Automated Import System (AIS) or the National Export System (NES).

[30] https://laegemiddelstyrelsen.dk/en/
[31] https://environment.ec.europa.eu/topics/chemicals/reach-regulation_en

Commercial Invoice	• A detailed invoice that describes the goods, their quantity, unit price, total value, terms of sale (e.g., FOB, CIF), and the seller's and buyer's information. • The commercial invoice is essential for determining the customs value of the goods and calculating applicable duties and taxes.
Packing List	• A comprehensive list detailing the contents of each package or container, including the description of goods, quantity, weight, and dimensions. • The packing list helps customs authorities verify the contents of the shipment and ensure that the goods declared on the SAD match the actual goods
Bill of Lading or Airway Bill	• This transport document serves as a contract between the shipper and the carrier and as a receipt for the goods. • It provides details about the shipment, such as the mode of transport, the consignor and consignee, and the description of the goods.
Certificate of Origin	• This document certifies the origin of the goods, which is essential for determining applicable tariff rates and preferential treatment under trade agreements. • The certificate of origin may be required for all imported goods or only for specific products, depending on the origin country and the type of goods.

Additional Documents:

Depending on the type of goods being imported, additional documents may be required. These may include:

- **Import License or Permit:** For certain restricted or controlled goods, such as firearms, pharmaceuticals, or agricultural products.
- **Health Certificate:** For food and agricultural products, to ensure they meet sanitary and phytosanitary standards.
- **Conformity Certificate:** For certain industrial products, to demonstrate compliance with EU technical standards and regulations.
- **Insurance Certificate:** To cover the risk of loss or damage to the goods during transit.
- **Other Documents:** Such as test reports, analysis certificates, or technical specifications, depending on the nature of the goods.

It is essential for importers to ensure that all required documents are accurate, complete, and submitted on time to avoid delays, penalties, or even seizure of goods. Importers should consult with the Danish Customs Agency or a customs broker for specific guidance on the documentation requirements for their particular products.

2.2. Standards and Compliance[32] (Product labelling and packaging; Technical specifications; Certifications and quality marks)

When exporting products to Denmark, manufacturers must comply with specific labelling and packaging requirements to ensure consumer safety and transparency.

1. **Mandatory Label Elements**: Labels must accurately describe the contents of packages and include information like the product name, ingredient list, allergen information, net quantity, manufacturer details, storage advice, and usage instructions. Labels must be in Danish or a language that differs from Danish only slightly in spelling, such as Norwegian or Swedish.
2. **Country of Origin**: Certain products must be clearly marked with the country of origin. In some cases, the Danish importer may do the marking following arrival of the goods in Denmark.
3. **Metric System**: Weights and measures must be stated in the metric system.
4. **Upcoming EU Requirements**: The EU is transforming the Packaging Directive into a regulation that will introduce new labelling requirements in the coming years. These include harmonized EU pictograms for single-use packaging, information on recycled content, and QR codes for reusable packaging.
5. **Deposit-Return Systems**: Packaging covered by deposit-refund schemes in Denmark is exempt from pictogram requirements but must bear a clear and unambiguous symbol.

It's important to differentiate between marks and labels on products. Marks are symbols or pictograms that convey information about safety, health, energy efficiency, and environmental aspects of a product. Labels, on the other hand, are written or numerical statements providing specific details like measurements or material composition.

The EU has mandatory marks and labels for various product categories, including

1. automotive,
2. cosmetics,
3. dangerous substances,
4. electrical and electronic equipment,
5. energy efficiency,
6. explosive atmosphere,
7. food-related,
8. footwear,
9. household appliances,
10. maritime, measuring instruments,
11. noise emissions,
12. pricing,
13. pyrotechnics,
14. recycling,
15. tire labelling,
16. textiles,
17. units of measurement
18. wood packaging.

Voluntary marks and labels exist for materials in contact with food, e-mark, Eco-Label, the Green Dot, and recycling marks.

These regulations apply to all EU member states, countries in the European Economic Area, European Free Trade Association, and candidate countries for EU membership.

1. MANDATORY MARKS AND LABELS

The CE marking is a mandatory mark required for many products sold in the European Union, including Denmark. It serves as the manufacturer's declaration that the product meets all EU regulatory requirements for safety, health, energy efficiency, and environmental concerns.

[32] https://www.trade.gov/country-commercial-guides/eu-labelingmarking-requirements

The CE marking is required for a wide range of products, including but not limited to cableway installations, construction products, electrical and electronic equipment, machinery, medical devices, and toys.

It's important to note that not all products need a CE mark, only those falling under specific EU regulations or directives. Misuse or false application of the CE mark is prohibited by EU law.

Since July 16, 2021, all CE-marked products must also include a label identifying a point of contact within the EU. This is to facilitate communication between customs and market surveillance authorities and the responsible party for the product. If an importer or distributor cannot fulfill this role, the exporter must appoint an Authorized Representative in the EU.

The e-mark is a symbol that indicates a vehicle or vehicle component has been approved by a national authority in the European Union. The number inside the rectangle on the label shows which member state conducted the approval process. A four-digit base approval number is also included, corresponding to the specific directive and device type.

The country-number correlation is as follows (this is not an exhaustive list):

E-Mark issued by ECE member states

e-Mark issued by EU member states

Countries with Base approval Numbers

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

A similar marking to the e-mark is an 'E' enclosed in a circle. This mark applies to the testing of various vehicle lights, such as headlights, brake lights, and turn signals, for all vehicles entering the European Union market. This includes a wide range of vehicles, from consumer cars and trucks to motorcycles and specialized vehicles. The number within the circle indicates the country where the testing was conducted.

Cosmetics

The EU Cosmetics Regulation (1223/2009) outlines specific labelling requirements for cosmetic products sold within the European Union, including Denmark. These requirements include displaying the manufacturer's information, net contents, expiration date (if less than 30 months), period-after-

opening symbol, precautions, batch number, and product function. If space constraints prevent including all information on the packaging, a separate leaflet or label must be provided. Unpackaged cosmetics are subject to labelling procedures determined by individual member states. The regulation also mandates that nanomaterials in cosmetics be explicitly listed in the ingredients with the word "nano" in brackets.

Hour-Glass-Symbol for Cosmetics

Open Cream Jar Symbol

Packaging Symbol

Dangerous Substances

The CLP[33] Regulation (1272/2008) mandates that labels on hazardous substances include the substance's name, the manufacturer or distributor's name and address, hazard symbols indicating the type of danger, and a description of the specific risks associated with the substance.

The label must be a minimum size and the symbols must occupy at least one-tenth of the label's area. EU member states can require the use of their national language(s) on the label. Alternative labelling methods are allowed for small packaging. Products containing minimal amounts of hazardous substances that pose no risk to consumers may be exempt from labelling requirements.

Specific symbols are required on the labels of substances classified as explosive, oxidizing, flammable, harmful, toxic, irritant, corrosive, or environmentally hazardous.

In addition to these symbols, containers of hazardous substances should also feature a raised triangle to alert visually impaired individuals. The CLP Regulation, which governs the classification, labelling, and packaging of hazardous substances, has been amended multiple times to include additional substances and align with the Globally Harmonized System of Classification and Labelling of Chemicals (GHS).

The Waste Electrical and Electronic Equipment Directive (WEEE)

WEEE Logo

The WEEE directive (Directive 2012/19/EU) aims to address the growing issue of electronic waste by promoting reuse and recycling, setting collection targets, and influencing product design to reduce material use. Businesses importing electrical and

[33] Classification, Labelling and Packaging of Hazardous Substances (CLP)

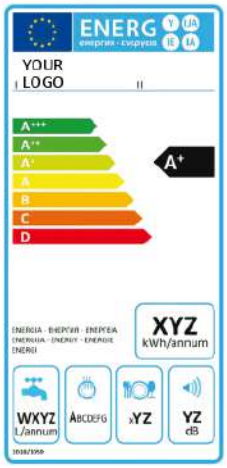
electronic equipment into EU member states, including Denmark, must comply with specific requirements, such as registering with authorities or joining compliance schemes to manage the collection and recycling of their products. The crossed-out wheeled bin symbol on products or packaging indicates that they should not be disposed of with regular household waste.

Energy Labelling

Energy labels, as per Regulation 2017/1369, rank household appliances on a scale from A (most efficient) to G (least efficient) based on their energy consumption. These labels, applicable to various appliances like air conditioners, refrigerators, and washing machines, aim to assist consumers in selecting energy-efficient and environmentally friendly products.

Since March 1, 2021, new energy labels feature QR codes for easy scanning and access to additional product information.

Additionally, manufacturers, importers, and authorized representatives must register products requiring energy labels in the European Product Database for Energy Label and Eco-Design, accessible to EU consumers.



Energy Labelling Logo

Devices for Use in Potentially Explosive Atmosphere (ATEX)

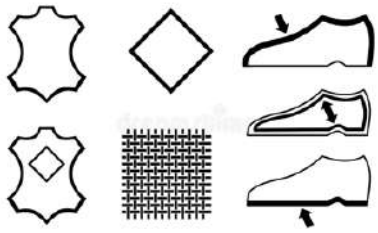
Besides the CE marking, products falling under the ATEX Directive (2014/34/EC) must also display the "Ex" mark. This mark signifies that the equipment or protective system meets the essential health and safety requirements for use in potentially explosive atmospheres, such as offshore platforms and mines. The "Ex" mark will be accompanied by a symbol indicating the product's group or category as defined in the directive.

DEVICES FOR USE IN POTENTIALLY EXPLOSIVE ATMOSPHERE (ATEX)

Do Not Eat

Regulation No 450/2009 mandates that active and intelligent materials and articles intended to come into contact with food, but are not meant for consumption, must be labelled with the words "Do Not Eat." If technically feasible, a corresponding symbol should also be included to help consumers identify these non-edible components.

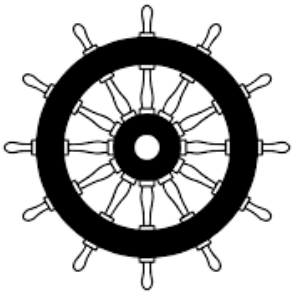
Footwear



Directive 94/11/EC mandates labelling for footwear materials, including separate parts. Labels must provide information about the upper, lining, insole, and outer sole using approved pictograms or text. The label should be clear, securely attached, and easily accessible. The manufacturer or EU representative is responsible for the label's accuracy. While only the required information is mandatory, additional details can be included.

Footwear Symbol

Maritime



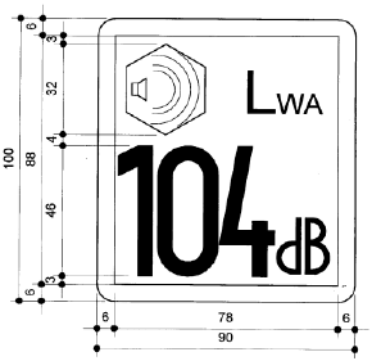
The "wheel mark" is a mandatory marking for marine equipment used on new and existing ships in the European Union, similar to the CE marking for other products. It applies to various equipment categories like life-saving appliances, pollution prevention, fire protection, navigation, and radio communication.

However, it doesn't apply to equipment already on board before the directive's implementation in 1997. A revised directive (2014/90/EC) came into effect in September 2016.

Steering Wheel Mark - Maritime Logo

Noise Emission of Outdoor Equipment

Outdoor machinery subject to the CE marking under the Outdoor Noise Directive (2000/14/EC) must also display a marking indicating the "guaranteed sound power level" alongside the CE mark.



NOISE EMISSION OF OUTDOOR EQUIPMENT

Packaging Recycling

Plastic Recycling Symbol

The Mobius loop, also known as the chasing arrows symbol, is commonly found on products across Europe and signifies that the product is recyclable. It can be found on printed packaging and is sometimes incorporated into the molds of glass, metal, paper, or plastic products.

Chasing Arrows Recycling Symbol

In the EU's voluntary plastic identification system, the Mobius loop symbol with a number and letter code inside indicates the type of plastic used in the packaging. This system helps identify the most common types of plastics.

Plastic Mark Symbol (PET and number)

Commonly Used Types of Plastics

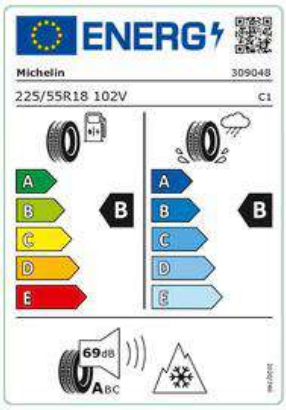
EU Number	Abbreviated Description	Full Plastic Description
1	PET	Polyethylene Terephthalate
2	HDPE	High Density Polyethylene
3	PVC	Poly Vinyl Chloride
4	LDPE	Low Density Polyethylene
5	PP	Polypropylene
6	PS	Polystyrene

Glass Symbol

While there isn't a standardized EU symbol for recyclable glass, various symbols are used at the national level to promote glass recycling. The symbol mentioned is just one example of how recyclability can be indicated.

Textiles

Textile products intended for production or sale in the EU must be labelled or marked with details about their fiber content, including names, descriptions, and specifics. This information must be presented separately from trademarks or company names. EU member states may require labelling in their national language. The regulation (1007/2011/EU) mandates the inclusion of textile fiber names, related labelling, and fiber composition marking on textile products.



Tire Energy Labelling

EU tire labelling regulations mandate that tire manufacturers disclose information about fuel efficiency, wet grip, and external rolling noise for C1, C2, and C3 tires (used on passenger cars, light vehicles, and heavy-duty vehicles). The energy efficiency is rated from A (most efficient) to G (least efficient), wet grip from A (shortest braking distance on wet asphalt) to G (longest), and external noise from A (quietest) to B (loudest). This regulation aims to inform consumers and promote energy-efficient transportation.

Units of Measurement

The EU Metric Directive (80/181/EEC) governs the use of units of measurement in the European Union. Although metric units are the standard, the directive allows for the continued use of supplemental units (like U.S. customary units) alongside metric units for consumer goods.

The EU pre-packaging Directive (76/211/EEC) specifies acceptable ranges for quantities, capacities, and weights/volumes of pre-packaged products, ensuring accurate labelling of net quantity and volume. While metric units are required on labels, dual labelling with supplemental units is permitted.

The e-mark ⟨e⟩ serves as a "metrological passport" for pre-packaged goods, indicating compliance with the directives and facilitating their free movement within the EU. Containers with the e-mark must display the product's nominal weight or volume, and the packer or importer is responsible for ensuring compliance with the directive's requirements.

2. VOLUNTARY MARKS AND LABELS

Materials in Contact with food

Manufacturers of food contact materials like containers, plates, and cups must ensure their products meet EU chemical safety standards. While using the cup/fork symbol indicates compliance, it's not mandatory. However, adhering to the legislation itself is required.

Wine Glass and Fork Mark

European Ecolabel

The European Ecolabel helps consumers identify eco-friendly products across the EU and some other European countries. Introduced in 1992, this voluntary label indicates that a product meets specific environmental criteria. It covers 25 product and service groups, including cleaning products, electronics, and gardening supplies. While using the Ecolabel is optional, it can open up new business opportunities, especially with the growing demand for green products in public procurement. Manufacturers should be aware of similar national eco-labels like the Nordic Swan and the German Blue Angel.

European Ecolabel

Green Dot

The Green Dot system facilitates the collection, sorting, and recovery of used packaging. It operates under national packaging laws and involves various stakeholders like manufacturers, retailers, and importers. Each participating country has its own independent system, while Pro Europe oversees the overall Green Dot labelling system in Europe. The Green Dot is not mandatory in all EU member states, only in Spain and Cyprus.

Medical Device Regulations

The European Union's updated Medical Device Regulation became effective in May 2021. On October 14, 2021, the European Commission suggested a phased implementation of the new In Vitro Diagnostic Medical Devices Regulation, which began in May 2022. This proposal does not alter any substantive requirements of the In Vitro Diagnostic Regulation but modifies the transitional arrangements for a gradual rollout.

On January 6, 2023, the Commission proposed extending the period during which devices compliant with the previous EU medical device legislation can remain on the market. Additionally, the Commission suggested removing 'sell-off' deadlines for devices legally placed on the market during the transition. The duration of these proposed transition periods varies by device type: higher risk devices like HIV or hepatitis tests (class D) and certain influenza tests (class C) have until May 2025 and 2026, while lower risk devices such as class B and sterile class A devices have until May 2027. This extension is due to the insufficient number of notified bodies designated to handle the increased certification demands of this regulation. Moreover, COVID-19 related restrictions have hindered many audits necessary to certify device compliance under the Medical Device Regulation.

The European Commission has issued a notice allowing initial audits of medical device quality management systems to be conducted virtually, which includes audits of manufacturers' suppliers and subcontractors. This applies to the Medical Device Regulation but not the In Vitro Diagnostic Device Regulation.

Machinery Regulation

In April 2021, the European Commission introduced a proposed regulation to update the existing Machine Safety Directive from 2006. This new regulation broadens the definition of machinery to include assemblies with at least one moving component, powered by sources other than human or animal effort. Officially effective in July 2023, the regulation establishes a new framework for the machinery and equipment industry, incorporating cybersecurity and AI requirements, and will be implemented starting in 2027.

2.3. Legal Considerations (Intellectual property rights; Contracts and dispute resolution; Environmental regulations)

Intellectual property rights

Denmark boasts a robust framework for safeguarding intellectual property rights, allowing businesses to register and protect their names, trademarks, inventions, and designs from unauthorized use. Licensing of intellectual property is common, but not specifically regulated by law. Denmark adheres to international conventions on intellectual property.[34]

Infringement of Intellectual Property Rights in Denmark:

Consequences for intellectual property rights infringement vary depending on the type of violation. Both criminal and civil liability may apply. Notably, the law empowers rights holders to conduct civil law searches for potential infringements, a valuable enforcement tool.

Name	Description
Patents	Patents safeguard technical inventions, granting owners exclusive exploitation rights for a limited time. To obtain a patent, an application detailing the invention must be filed and

[34] https://www.njordlaw.com/corporate-law/guide-doing-business-denmark/intellectual-property-denmark

	registered with the Danish Patent and Trademark Office. The patent is granted for up to 20 years if the invention is new, industrially applicable, and involves an inventive step.
Trademarks	Trademarks can be protected through registration or use. Exclusive protection is granted upon registration with the Danish Patent and Trademark Office, which usually takes six months. Alternatively, protection may be acquired through proprietary use. Registration requires a distinct combination of words, letters, drawings, or symbols, along with a declaration of the goods or services and their classification. Trademark protection is indefinite, subject to renewal every 10 years.
Copyright	Copyright automatically protects original literary and artistic works upon creation. Formal procedures are not required. Authors retain moral rights, but financial rights can be assigned. Protection usually lasts for the author's lifetime plus 70 years, while neighbouring rights (performers, producers, etc.) are protected for 50 years.
Designs	Designs, which pertain to the aesthetic aspects of products, can be protected through registration or, in some cases, without registration. Registration requires demonstrating the design's novelty and individual character. The Danish Patent and Trademark Office examines applications for formal compliance and ensures the design does not violate public policy or morality. Registered designs are protected for five years, renewable for two additional five-year periods.
Confidential Information and Trade Secrets	The Danish Trade Secrets Act prohibits the misuse and disclosure of confidential business information. Corporate espionage can lead to imprisonment, while unauthorized commercial use incurs civil liability. Despite this legal protection, confidentiality agreements between parties remain essential.

Contracts and dispute resolution

Denmark has a robust framework for managing commercial contracts and dispute resolution, primarily through arbitration, which is favoured over traditional litigation. Here are key aspects of the commercial contracts and dispute resolution landscape in Denmark:

I. Arbitration as the Preferred Method

- ✓ Dominance of Arbitration: In Denmark, arbitration is the predominant method for resolving commercial disputes. This preference is due to the efficiency and expertise that arbitration offers, particularly in complex commercial matters. The Danish Institute of Arbitration (DIA) is commonly chosen for both domestic and international disputes, while international disputes may also involve institutions like the ICC (International Court of Arbitration of the International Chamber of Commerce) or SCC (Arbitration Institute of the Stockholm Chamber of Commerce)[35].
- ✓ Standard Contracts in Denmark
  - **Freedom of Contract**: Danish contract law is characterized by the principle of freedom of contract, allowing parties to negotiate and agree on the terms of their agreements, provided they do not violate specific statutory provisions. This principle applies broadly across commercial contracts, enabling flexibility in drafting and execution.
  - **Lack of Formal Requirements**: There are generally no formal requirements for contract formation in Denmark. Contracts can be binding without being in writing or signed, although written agreements are preferred for evidentiary purposes. Electronic signatures are also valid under EU regulations, facilitating modern contracting practices.

[35] https://www.ten-law.org/knowledge/qa-commercial-dispute-resolution-in-denmark/

Standard Contracts in Various Sectors

1. **Construction Contracts**:

The **AB Standards** (AB 18, ABT 18, and ABR 18) are the primary standard forms used in construction contracts. These documents outline the general conditions for building and construction works, design and build contracts, and consultancy services. They are designed to provide clarity and reduce disputes in construction projects.

2. **Commercial Contracts**:

In commercial transactions outside construction, various standard contracts are utilized, including:

- **Sales Agreements**: Standard terms for the sale of goods and services, often customized to fit the specific needs of the parties involved.
- **Service Agreements**: Contracts governing the provision of services, which may include terms related to performance, payment, and liability.
- **Non-Disclosure Agreements (NDAs)**: Commonly used to protect confidential information exchanged between parties during negotiations or collaborations.
- **Employment Contracts**: Standardized agreements that outline the terms of employment, including duties, compensation, and termination conditions.

3. **International Contracts**:

For international transactions, Danish businesses may also adopt standard forms from international organizations such as FIDIC (Fédération Internationale des Ingénieurs-Conseils) for construction-related agreements, particularly in large-scale projects involving foreign parties. However, domestic contracts typically rely on the AB Standards

II. Court Proceedings

- ✓ Court Structure: Commercial disputes can also be resolved through the Danish court system, starting at one of the 24 district courts. The courts have jurisdiction based on the defendant's location, and there are options for appeal to higher regional courts and ultimately to the Supreme Court for significant legal questions.
- ✓ Mediation: While mediation is not mandatory, it is increasingly being recognized as a viable option for resolving disputes due to its cost-effectiveness and shorter time frames compared to court proceedings. Courts may suggest mediation, but it is not yet a prevalent practice in commercial disputes.

Key Features of Dispute Resolution

- ✓ Confidentiality: Arbitration proceedings are generally confidential, which is a significant advantage for businesses concerned about public exposure of sensitive information. In contrast, court hearings are typically public, although parties can request closed sessions.
- ✓ Expertise of Arbitrators: One of the benefits of arbitration in Denmark is the ability to select arbitrators with specific expertise relevant to the dispute, which can lead to more informed decisions compared to generalist judges in court.
- ✓ Time Efficiency: Arbitration can be completed within a predetermined timeframe, making it a faster alternative to the often-lengthy court processes, which can take years for complex cases.

Recent Developments

- ✓ Growing Use of Mediation: There is a noticeable trend towards increasing the use of mediation in Denmark, reflecting a broader acceptance of alternative dispute resolution methods in commercial contexts.
- ✓ Updates to Standard Contracts: The introduction of updated standard forms like AB 18 has been aimed at enhancing clarity and reducing disputes in construction contracts, which are often a source of contention in commercial dealings.

Environmental regulations

Danish and EU regulations address various environmental, social, and governance (ESG) issues. The primary regulation for ESG reporting is section 99a of the Danish Financial Statements Act, aligning with the Non-Financial Reporting Directive (NFRD). The Corporate Sustainability Reporting Directive (CSRD) is anticipated to be integrated into Danish law by July 2024.

In Denmark, environmental legislation is primarily based on the Danish Environmental Protection Act, which aims to prevent pollution and protect the environment and nature by implementing numerous EU directives. At the EU level, the EU Taxonomy plays a crucial role in sustainable finance by classifying environmentally sustainable economic activities. Additionally, the EU has adopted a regulation on deforestation-free products to address deforestation caused by consumer goods and food production. This regulation is already in effect, but its main provisions will not be enforced until December 30, 2024.

Denmark is a leader in environmental policy[36]. The 2022 Climate Change Performance Index by the Climate Action Network Europe ranks Denmark as the top country. Climate and environmental issues are key topics in current policy debates, with many discussions focusing on sustainable living and production.

Denmark excels in renewable energy, with over 30% of its primary energy supply coming from renewable sources, which is high by international standards. The country also has relatively low water usage compared to other OECD countries.

Since the mid-1990s, Denmark has reduced its carbon dioxide emissions from production by about 20%. However, when measured by consumption, the reduction is only around 5%. There is a consensus to aim for a 70% reduction in greenhouse gas emissions by 2030 compared to 1990 levels.

Denmark has set ambitious goals, including achieving fossil-free energy production by 2050, with several interim targets. While the ultimate goal is to be independent of fossil fuels by 2050, the government emphasizes "green realism" in environmental policy, suggesting some goals may be adjusted. In June 2018, all parties in the Folketing agreed on an energy plan aiming for 100% of electricity consumption in Denmark to come from renewable sources by 2030. This plan includes building three large offshore wind farms, reducing electricity taxes, and funding green transportation initiatives such as electric vehicles.

In 2020, Denmark committed to a 70% reduction in CO2 emissions by 2030 compared to 1990 levels and aims for climate neutrality by 2050. Political discussions continue on how to achieve these targets, including implementing CO2 taxes and investing in new technologies.

[36] https://www.sgi-network.org/docs/2022/country/SGI2022_Denmark.pdf

Global Environmental Protection

Denmark is actively involved in promoting environmental protection on an international scale through the European Union, various UN bodies, and global conferences like the Conference of the Parties (COP) under the Kyoto Protocol to the UN Framework Convention on Climate Change (UNFCCC). The EU has become a significant global player in this domain, increasingly focusing on global warming, reducing carbon dioxide emissions, and improving energy efficiency.

In Denmark, global environmental protection is viewed as an international responsibility, and being a leader in this field is seen as crucial for inspiring global action. Danish civil society plays a vital role in pressuring politicians on environmental protection policies. There is a growing domestic debate on whether current policies are ambitious enough, particularly concerning alternative energy sources and CO2 emission reductions.

The global P4G platform, initiated by the Danish prime minister, held a summit in Copenhagen in October 2018, attracting over 800 participants to develop public-private partnerships aimed at achieving the Sustainable Development Goals. Additionally, the C40 World Mayors Summit took place in Copenhagen in October 2019, bringing together representatives from 90 cities worldwide to advance the Paris Agreement goals at the local level and reduce urban air pollution.

3. Cultural Nuances and Business Strategies in DENMARK

3.1. Cultural Awareness[37] (Communication styles; Business etiquette and protocol; Relationship building)

(1) Business Communication in Denmark

Ninety-seven percent of employees believe that business communication significantly impacts their daily tasks.

In Denmark, effective business communication is as essential as in any other part of the world. With the rise of business globalization, companies operate across various regions, employing people from diverse backgrounds. Understanding the business communication culture of different countries is crucial. Clear communication without barriers benefits the company.

The following sections provide an overview of Denmark's business practices, offering insights into business communication in Denmark.

(2) Face-to-Face Communication

Business communication in Denmark is typically informal, characterized by humour and goodwill. It is important to maintain a modest and low-key approach. Danes generally keep some distance and prefer unpretentious interactions, often underplaying their roles and qualifications. While initial interactions may seem formal, Danish businesspeople soon display a more informal side. They openly discuss their private lives, including family and leisure activities, with colleagues.

[37] https://businessculture.org/northern-europe/denmark-business-culture/business-communication/

(3) Non-Verbal Communication

Handshakes, with men, women, and children, are the standard greeting in Denmark, used both upon arrival and departure from meetings. Handshakes should be firm and brief, with eye contact maintained. Unlike in the United States, men do not stand when a woman enters or leaves a room. Business cards are exchanged without a strict protocol but should include the company's street address, not just the postal code. Danes quickly switch to using first names, but it is polite to wait until you are invited to do so.

Meetings are crucial in Danish business culture for keeping everyone informed. Danes prefer meetings to be simple, short, and well-structured, with minimal paperwork. However, they still value a written agenda and a summary of important agreements and decisions. Danes highly value their personal space and do not appreciate being touched by strangers, maintaining a minimum distance of 30 centimetres.

(4) Language Matters

The official language of Denmark is Danish, which belongs to the Nordic languages group. Danish, Swedish, and Norwegian are very similar and mutually intelligible among the populations of these countries. English is a mandatory subject in elementary schools and is spoken and understood by about 80% of the population. Many large firms use English as their corporate language, making it almost a second language for some. Danish businesspeople typically have a strong command of English, and interpreters are rarely needed. Emails are often written in English from the start to facilitate communication with international colleagues or partners. In Danish business settings, English is the preferred language for daily written communication.

Some Danes, mainly middle-aged individuals, speak and understand German. However, German is no longer a mandatory subject in schools for younger people.

As mentioned, Danish, Norwegian, and Swedish are very similar and understood across these countries. German is recognized as a minority language in southern Jutland. About one in ten Danes speaks French. Here are some useful phrases for informal conversations:

- Hello: Goddag / Hej
- Goodbye: Farvel
- Yes: Ja
- No: Nej
- Thank you: Tak
- What's your name? – Hvad hedder du?
- My name is John. – Jeg hedder John.
- Where are you from? – Hvor kommer du fra?
- I'm from London. – Jeg kommer fra London.
- I don't speak Danish. – Jeg taler ikke dansk.
- Men: Herrer
- Women: Damer
- The city centre: Centrum

(5) Business Relationship

There are no formal requirements for forming a contract in Denmark. Offers, acceptances, and contracts can be made orally, but a written contract is preferred. In case of disputes, courts tend to interpret contracts subjectively, considering the original intentions of the parties.

Building a good personal relationship with your business partner is important, though Danes are pragmatic in business dealings. Any lack of personal rapport can often be compensated by strong arguments and facts.

Danish workplaces typically lack the hierarchical structure found in many other countries. The line of command is short, and everyone, regardless of education, position, or social status, is considered equal. Employees commonly address their boss by their first name. Teamwork and open dialogue are encouraged.

In many Danish companies, bosses are seen more as team leaders and facilitators rather than key decision-makers. Employees are encouraged to share their opinions openly in meetings, and everyone's input is considered, though the final decision often rests with the group leader.

(6) Making Contact

Danish work environments are rarely hierarchical or formal. All workers, from top managers to cleaners, are considered equally important. Danes are hardworking and value productivity, so punctuality for work and meetings is crucial.

Businesspeople should not expect to meet with Danish counterparts after 4 pm on weekdays, and meetings should not be scheduled for Saturdays, Sundays, or national holidays. Breakfast meetings are generally not favoured unless the situation warrants it.

Business introductions in Denmark are formal. Stand up when being introduced and offer a firm handshake with eye contact. Including a Danish greeting, such as "Goddag" (Good Day), in your introduction will be appreciated.

(7) Dialects in Denmark

Denmark is a small, homogeneous country, but local identities vary. People from the capital differ from those in rural areas, though there are common features among all Danes. Danish pronunciation varies by region, though pure dialects are rare; most people speak regional variants that are mutually understandable. In south Jutland, there is a minority of German speakers.

(8) Personal Titles

Use a person's title until they indicate that first names are acceptable. Use professional titles when applicable, or the following Danish courtesy titles: Hr (Mr.), Fru (Mrs.), and Frøken (Miss). Danes often switch to first names early in a business relationship.

3.2. Market Entry Strategies (Partnering with local distributors; Establishing a local presence; E-commerce and digital marketing)

Common Market-Entry Strategies for Denmark[38]

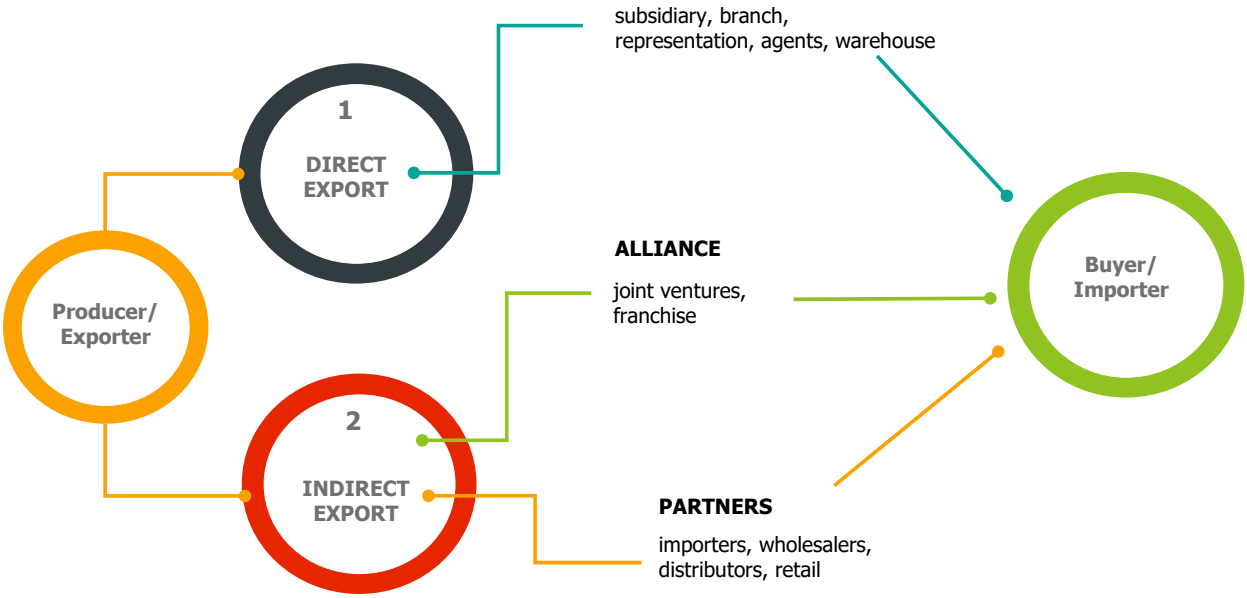
Companies looking to enter the Danish market have several options available to them, each with its own advantages and disadvantages:

1. **Direct Exports:** This involves selling directly to Danish customers, offering control over pricing but requiring effort to establish a customer base and manage logistics without local support.

[38] https://my.nzte.govt.nz/article/planning-your-market-entry-into-denmark

2. **Finding an Agent or Distributor:** This entails partnering with a local agent or distributor who can leverage their existing network to introduce your products or services to potential buyers, simplifying market entry but reducing control over pricing and customer relationships.
3. **Starting a Joint Venture:** This involves a cooperative agreement with a Danish company to create a new entity, sharing costs, profits, and losses. Joint ventures offer the advantage of shared resources and expertise but require careful partner selection and alignment of goals.

If unsure which option is best, researching and consulting with experts on choosing an in-market partner is advisable.



Establishing a Company in Denmark[39]

Once committed to the Danish market, establishing a company in Denmark might be beneficial. The chosen trading structure impacts taxation, liability, and registration processes.

Simplified Guide to Establishing a Company in Denmark

Denmark welcomes new businesses with a streamlined registration process, often completed within hours. The first step is to determine the type of company that best suits your needs:

A) Limited Liability Company (LLC):

- The most common company structure in Denmark, offering limited liability for shareholders.
- Two types exist: public limited company (A/S) and private limited company (ApS).

ApS requires a minimum capital of DKK 40,000, while A/S requires DKK 400,000. Formation can be expedited with off-the-shelf solutions.

- Requires drafting of Memorandum of Association and Articles of Association (in English).
- Share capital must be deposited in a Danish bank account.

[39] https://investindk.com/our-services/how-to-set-up-a-business-in-denmark

- Online registration with the Danish Business Authority is quick and affordable.

B) Branch or Representative Office:

- Branch Office: A registered extension of a foreign company, subject to Danish corporate tax.

- Representative Office: Performs limited activities (e.g., order receiving, administration) and generally not subject to Danish corporate tax.

Tax Registration and Compliance:

- After registering with the Danish Business Authority, businesses must register for VAT and tax with SKAT (Danish Customs and Tax Administration).
- The corporate tax rate in Denmark is a competitive 22%.
- Understanding the tax structures and implications is crucial for choosing the right company type.
- Seeking professional legal and tax advice is recommended to ensure compliance and optimize your business setup.

Additional Resources:

- Explore the Service Provider Network Catalogue[40] for a wide range of professional services to support a business establishment in Denmark.
- Consult SKAT's guide "e-Tax in Denmark"[41] for an introduction to the Danish tax system.
- Refer to SKAT's[42] website for information on VAT, tax for new businesses, and working in Denmark.

Digital Commerce Trends and Channels

Danes are among Europe's highest online spenders, averaging $3126 (€2916) per person annually. While most online purchases are made via computer, mobile commerce is gaining traction. About 68% of Danes make monthly mobile purchases, with 20% doing so weekly.

To succeed in the Danish market, businesses should offer payment options through digital wallets and mobile apps, aligning with local shopping preferences.

MobilePay remains a dominant force in Denmark, with 71% of Danes reporting a recent online purchase using the app. Additionally, 39% of respondents indicated it as their preferred payment method. The trend of mobile commerce is on the rise, with 68% of Danes making mobile purchases at least monthly[43].

Denmark has a growing e-commerce market with popular online marketplaces like DBA, Pricerunner, Guloggratis, and Amazon. El Giganten, Komplett, and Proshop dominate consumer electronics, while Zalando and Boozt are key players in fashion. Online grocery shopping is on the rise, with Coop and Bilka leading the way.

[40] https://tyskland.um.dk/eksportraadet/market-entry/service-provider-catalogue
[41] https://skat.dk/en-us/individuals/guide-to-e-tax/my-e-tax
[42] https://skat.dk/en-us/individuals
[43] https://www.rapyd.net/blog/the-top-ecommerce-and-payment-trends-in-denmark/

3.3. Pricing and Distribution (Pricing strategies for the Nordic market; Distribution channels (wholesale, retail, online); Logistics and supply chain considerations)

1. Pricing Strategies in Denmark

Denmark's consumer goods pricing is characterized by high living costs and a strong emphasis on sustainability. Here's an overview:

1. **Pricing Mechanisms:**

- **CIF Price**: The pricing structure begins with the CIF price, similar to other Nordic countries.
- **Import Duties and Taxes**: Denmark imposes various import duties and excise taxes, particularly on alcohol and tobacco products, which can significantly impact pricing.
- **Value Added Tax (VAT)**: The standard VAT rate is 25%, one of the highest in the EU, affecting the final consumer prices across all goods.

2. Consumer Price Index (CPI)

As of June 2024, Denmark's CPI showed an inflation rate of about 3.1%, reflecting the overall increase in consumer prices. The CPI is a crucial indicator used to assess the cost of living and inflation trends in the country.

3. Sector-Specific Pricing

- **Food Pricing**: The food market in Denmark is influenced by high production standards and sustainability practices, leading to higher prices compared to other countries. Organic products are particularly popular and often command premium prices.
- **Alcohol Pricing**: Alcohol pricing is heavily regulated, with significant excise taxes, contributing to higher retail prices compared to many other countries.

Distribution Channels:

1. **Wholesale:** Wholesale distribution involves selling products in bulk to retailers, who then sell them to the end consumer. This channel is often used for products with high demand and established retail networks.
2. **Retail:** Retail distribution involves selling products directly to consumers through physical stores or online platforms. This channel allows for direct interaction with customers and greater control over the customer experience.
3. **Online:** E-commerce is rapidly growing in Denmark, with consumers increasingly turning to online platforms for convenience, variety, and competitive prices. Companies can choose to sell directly through their own online store or leverage established marketplaces like Amazon.

Factors Influencing Distribution:

- **Product Characteristics:** The nature of the product, such as perishability, size, and complexity, will influence the optimal distribution channel.
- **Target Market:** The preferences and purchasing habits of the target market will determine which channels are most effective in reaching and engaging them.
- **Cost and Efficiency:** The cost of operating different distribution channels and their relative efficiency in reaching the target market will be key considerations.

Key Considerations for Success:

- **Market Research:** Thorough market research is crucial to understanding consumer preferences, competitor pricing, and distribution trends.
- **Localization:** Adapting pricing and distribution strategies to the specific cultural and economic nuances of the Danish market is essential.
- **Partnerships:** Building strong relationships with local distributors and retailers can be instrumental in navigating the complexities of the market.
- **Flexibility:** The ability to adapt to changing market conditions and consumer preferences is key to long-term success.

Denmark: A Hub for Supply Chain and Logistics Innovation

Denmark has emerged as a leading player in the field of supply chain and logistics, with a strong focus on innovation, sustainability, and efficiency. The country boasts a robust infrastructure, a skilled workforce, and a supportive business environment, making it an attractive location for companies seeking to optimize their supply chain operations.

Key Factors Driving Denmark's Supply Chain Excellence:

- **Strategic Location:** Denmark's geographic position at the heart of Scandinavia provides easy access to major European markets. Its extensive network of ports, airports, and road/rail connections facilitates seamless movement of goods across the region.
- **Strong Infrastructure:** The country's well-developed infrastructure, including modern ports like Aarhus and Copenhagen, efficient road and rail networks, and state-of-the-art logistics facilities, ensures smooth and timely delivery of goods.
- **Skilled Workforce:** Denmark's highly educated and skilled workforce is adept at utilizing cutting-edge technologies and innovative solutions to enhance supply chain efficiency and productivity.
- **Focus on Sustainability:** Environmental responsibility is a core value in Denmark, and the country has made significant strides in developing sustainable supply chain practices, such as utilizing green energy sources and reducing carbon emissions.
- **Supportive Business Environment:** The Danish government actively promotes innovation and collaboration in the supply chain and logistics sector, providing incentives and resources to companies seeking to optimize their operations.

Overview of the Danish Supply Chain and Logistics Landscape:

Denmark's supply chain and logistics sector is characterized by a high degree of digitalization and automation. Companies are increasingly adopting advanced technologies like artificial intelligence, machine learning, and blockchain to improve efficiency, transparency, and traceability in their operations.

Furthermore, Denmark is a global leader in the development and implementation of sustainable supply chain practices. Many Danish companies have set ambitious targets to reduce their carbon footprint and promote circular economy principles.

Challenges and Opportunities:

The Danish supply chain and logistics sector faces several challenges, including the increasing complexity of global supply chains, the growing demand for faster and more reliable deliveries, and the need to adapt to changing consumer preferences.

However, these challenges also present significant opportunities for innovation and growth. By leveraging its strengths in technology, sustainability, and collaboration, Denmark is well-positioned to maintain its leadership position in the global supply chain and logistics landscape.

4. Export Procedures and Etiquette in DENMARK

4.1. Export Process (Step-by-step guide to exporting, Customs procedures and documentation; Incoterms and shipping options)

Exporting to Denmark involves several steps, including understanding customs procedures, documentation, Incoterms, and shipping options. Below is a detailed guide to help navigate the export process effectively[44].

1. Market Research and Export Plan

Before exporting, conduct thorough market research to identify potential demand for your product in Denmark. Consider factors such as competition, cultural differences, and regulatory requirements. Create a comprehensive export plan that outlines your goals, target market segment, pricing strategy, and distribution channels.

2. Legal Requirements and Registration

To export to Denmark, businesses must register with the Danish Tax Agency (SKAT) and obtain a Central Company Register (CVR) number. If you are exporting goods, you will also need an Economic Operator Registration and Identification (EORI) number, which is mandatory for customs procedures within the EU[45].

3. Compliance and Documentation

Familiarize yourself with the necessary export documentation, which typically includes:

- Commercial Invoice
- Packing List
- Bill of Lading
- Export License (if applicable)
- Certificates of Origin or Compliance

Ensure that all documents comply with both Danish and EU regulations, as this will facilitate smoother customs clearance.

(1) <u>Customs Procedures</u>

The Danish Customs and Tax Administration (SKAT) oversees customs procedures. Key customs steps include:

1. Customs Declaration: Submit a customs declaration electronically, detailing the goods being exported.
2. Duties and Taxes: Be aware that VAT is charged at 25% on all products and services. Check for any additional import duties that may apply.
3. Compliance with EU Regulations: Products must meet EU standards for safety and quality. The Danish Standards Agency oversees these regulations[46].

[44] https://www.linkedin.com/pulse/step-by-step-guide-how-export-product-another-country-rohit-dass
[45] https://howtoexportimport.com/How-to-export-from-Denmark--9522.aspx
[46] https://www.great.gov.uk/markets/denmark/

(2) Shipping Options and Incoterms

Choose appropriate shipping methods based on your product and target market. Common shipping options include air freight, sea freight, and road transport.

Utilize Incoterms to clarify responsibilities between buyer and seller. Common Incoterms include:

- FOB (Free on Board): Seller pays for transportation to the port of shipment.

- CIF (Cost, Insurance, and Freight): Seller covers costs and insurance until the goods reach the destination port.

(3) Payment Terms

Establish clear payment terms with buyers, typically requiring payment within 30 days of invoicing. Consider using secure payment methods such as letters of credit or international wire transfers to protect against non-payment risks.

(4) Marketing and Promotion

Develop a marketing strategy tailored to the Danish market. This may include local advertising, participation in trade shows, and partnerships with local distributors. Ensure that marketing materials are culturally appropriate and resonate with Danish consumers.

Post-Export Considerations

After exporting, maintain communication with your buyers to ensure satisfaction and address any issues that may arise. This can help build long-term relationships and facilitate future exports.

4.2. Compliance Requirements (Sanitary and phytosanitary measures; Product safety regulations; Environmental standards)

Importing goods into Denmark requires compliance with various regulations, particularly concerning sanitary and phytosanitary measures, product safety, and environmental standards. Below is an overview of these compliance requirements.

1. Sanitary and Phytosanitary Measures[47]

Denmark, as part of the EU[48], adheres to strict sanitary and phytosanitary (SPS) regulations[49] to protect human, animal, and plant life. Key points include:

Food Safety

- All food products must comply with EU food safety regulations like Regulation (EC) No 178/2002[50] on general food law, Regulation (EC) No 852/2004[51] on food hygiene, and Regulation (EC) No 1169/2011[52] on food labelling.
- Exporters must ensure their food products are safe, wholesome, and accurately labelled. Food contact materials must also meet EU safety requirements.
- Certain foods like beef, poultry, eggs, and dairy from non-EU countries are restricted or banned due to animal disease concerns. Import requirements vary by product and country of origin.

[47] https://www.trade.gov/country-commercial-guides/denmark-import-requirements-and-documentation
[48] https://food.ec.europa.eu/horizontal-topics/international-affairs/eu-entry-conditions_en#importing-into-the-eu
[49] https://www.wto.org/english/tratop_e/sps_e/spsund_e.htm
[50] https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=celex%3A32002R0178
[51] https://eur-lex.europa.eu/eli/reg/2004/852/oj
[52] https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0018:0063:en:PDF

Animal Health

- Live animals and animal products require health certificates from the exporting country's veterinary authority certifying they meet EU animal health standards.
- Exporters must check if their animals or products are eligible for import based on the EU's animal disease status of the exporting country. Certain diseases like avian influenza, BSE, and foot-and-mouth disease can lead to import bans.
- Products of animal origin like meat, dairy, eggs, and honey have specific import requirements. For example, raw milk cheeses must come from countries with a somatic cell count below 400,000 cells/ml.

Plant Health

- Plants, seeds, and plant products require phytosanitary certificates from the exporting country's plant protection organization (NPPO[53]) attesting they are free from quarantine pests.
- Certain plants and plant products are prohibited or restricted from non-EU countries to prevent the introduction of harmful organisms. This includes most seeds, fruits, vegetables, cut flowers, and wood packaging.
- Exporters must check if their plants or plant products are on the EU's list of regulated items. For example, potatoes, citrus, and stone fruits have specific import requirements to prevent pests like potato wart disease, citrus canker, and sharka disease.

Prohibited and Restricted Items: Specific items, such as meat and milk from non-EU countries, are prohibited, while others may have restrictions based on health certifications and import quotas.

Denmark imposes strict regulations on the import of various goods. The primary categories of items subject to these restrictions are alcohol, animals, weapons, food, chemicals, plants, and many manufactured goods[54].

Prohibited Articles

A significant number of items are outright prohibited from entering Denmark. These include:

- **Alcohol and beverages:** While small quantities for personal use might be allowed, commercial imports require permits.
- **Animals:** Almost all live animals are prohibited, with exceptions for specific types like bees and leeches.
- **Weapons and ammunition:** Including parts and accessories.
- **Foodstuffs:** Many food items, including meat, fish, dairy, and certain plant products, are banned due to health and safety concerns.
- **Chemicals:** A vast array of chemicals, including those used in industrial and agricultural processes, are prohibited.
- **Plants:** Live trees, plants, bulbs, and related materials are generally banned to prevent the spread of diseases.

[53] https://www.ippc.int/en/countries/denmark/reportingobligation/2021/01/phytosanitary-certificate-nppo-denmark-0/
[54] https://www.upu.int/UPU/media/upu/files/postalSolutions/programmesAndServices/postalSupplyChain/customs/prohibitedArticles/ListOfProhibitedArticles.pdf

- **Manufactured goods:** Numerous manufactured items, from knives to toys, are restricted or prohibited based on safety, environmental, or other concerns.

Restricted Articles

Other items are not entirely prohibited but require specific permits, certificates, or meet certain conditions:

- **Chemicals:** Many chemicals, particularly those with potential hazardous properties, require permits or safety certificates.
- **Plants:** Some plant products, like those used in pharmaceuticals or cosmetics, need product safety certificates.
- **Foodstuffs:** Certain food items, like maté and some plant-based preparations, have specific import requirements.
- **Medicines:** Commercial imports of medicines are strictly regulated and require permits from the Danish Medicines Agency.
- **Other goods:** Various manufactured goods, including textiles, metals, and machinery, might have specific import conditions or restrictions.

To determine if a specific product is prohibited or restricted, check the EU's TARIC database[55] for **codes** like CITES (endangered species), PROHI (import suspension), or RSTR (import restriction).

It's the exporter's responsibility to comply with all applicable export laws and regulations in the origin and destination countries. Shipments may be inspected and delayed by customs or government authorities.

2. Product Safety Regulations

Denmark enforces rigorous product safety regulations to ensure that imported goods do not pose risks to consumers. Key regulations include:

- General Product Safety Directive: This directive mandates that all products placed on the EU market must be safe. Manufacturers and importers are responsible for ensuring compliance and must self-certify that their products meet safety requirements.

- CE Marking: Many products must bear the CE mark, indicating conformity with EU safety, health, and environmental protection standards. This applies to a wide range of products, including electronics, toys, and machinery.

- Specific Directives: Certain categories of products, such as toys, cosmetics, and electrical equipment, are subject to additional regulations. For instance, the EU's RoHS Directive restricts hazardous substances in electrical and electronic equipment, while the WEEE Directive governs the disposal of waste electrical and electronic equipment.

3. Environmental Standards

Denmark places a strong emphasis on environmental protection, requiring compliance with various EU environmental standards:

[55] https://taxation-customs.ec.europa.eu/customs-4/calculation-customs-duties/customs-tariff/eu-customs-tariff-taric_en#:~:text=TARIC%2C%20the%20integrated%20Tariff%20of,tariff%2C%20commercial%20and%20agricultural%20legislation

- REACH Regulation[56]: This regulation governs the registration, evaluation, and authorization of chemicals. Importers must ensure that any chemicals imported into Denmark are registered with the European Chemicals Agency (ECHA) if they exceed one metric ton per year. This includes providing information on the safety of substances and their potential impacts on health and the environment.

- Waste Management: The Waste Framework Directive requires that all waste is managed in an environmentally sound manner. Importers must comply with regulations regarding the disposal and recycling of products, especially those categorized under the WEEE Directive[57].

- Environmental Impact Assessments: For certain products, especially those that may significantly impact the environment, an environmental impact assessment may be required before importation.

4.3. Business Etiquette (Negotiation tactics; Gift-giving customs; Building trust and long-term relationships)

(1) Business Etiquette

Attitudes and values are fundamental to any culture, shaping how people think and behave. Understanding these values and attitudes is crucial for effective communication with your counterparts. Ignorance of these cultural elements can create barriers that hinder communication and negatively impact the success of your activities in a country. Business etiquette varies by country, serving as a guide for expected behaviour and relationship-building in the workplace. This post outlines the key norms and manners that dominate business etiquette in Denmark.

(2) Informal Business Culture

Denmark's business environment is informal and is ranked as one of the least complex in the world, largely due to its culture of workplace equality. Hierarchies are often flat, and employees are expected to treat their bosses like any other colleague. Many Danish bosses prefer to be part of the team rather than authoritarian figures. Trust and responsibility are crucial, with workplaces characterized by reliability, honesty, and a high degree of independence.

(3) Business Etiquette and Punctuality

Punctuality is a critical aspect of business etiquette in Denmark. Danes expect punctuality for business meetings and take it very seriously. They are diligent workers who believe that every minute on the job should be productive and efficiently used. Arriving on time for work and meetings is essential. If you are delayed, it is courteous to call and explain. Meetings in Denmark start and end on time, and this punctuality extends to social meetings as well.

(4) Business Etiquette and Gift Giving

Gift-giving is not common in Danish business practices. However, when invited to someone's private home, it is customary to bring flowers or a bottle of wine. Roses are acceptable gifts, but avoid white roses, as they are associated with mourning. Gifts should be wrapped, and other suitable gifts could include chocolates or desk items with your company's logo.

Denmark has complex laws regarding business gifts. While not a common practice, giving small gifts after successful agreements is permissible. If you receive a gift, it is polite to open it in front of the giver.

[56] https://environment.ec.europa.eu/topics/chemicals/reach-regulation_en
[57] https://environment.ec.europa.eu/topics/waste-and-recycling/waste-electrical-and-electronic-equipment-weee_en

(5) Dressing Etiquette

The dress code in Denmark reflects the country's informal yet conservative attitude. While businessmen may wear suits and ties, casual clothing is also common, especially in meetings with familiar contacts. Women also dress casually. It is advisable to dress in a polished but understated manner, maintaining a professional and well-dressed appearance. Cleanliness is highly valued. While suits are not as common as in the US, they are expected when meeting high-ranking executives.

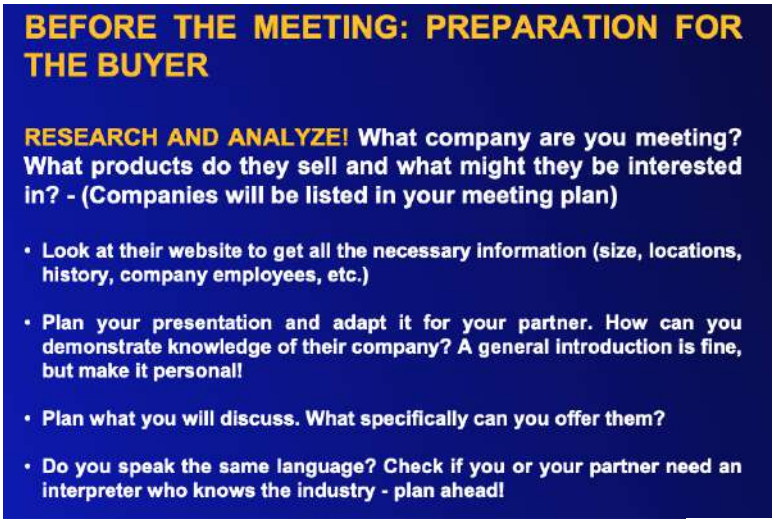
Women often wear pantsuits to work.

High-ranking Danish executives may host black-tie dinners. Male executives should bring a tuxedo, and women will need an evening dress for such occasions.

(6) Bribery and Corruption

According to a 2005 survey by Transparency International, Denmark was ranked as the world's 4th least corrupt country, after Iceland, Finland, and New Zealand. Denmark also has one of the lowest crime rates globally, making it an attractive business environment and a desirable place for personal life.

HOW TO PREPARE FOR B2B MEETINGS WHEN EXTENDING GLOBALLY:



#	QUESTIONS FOR GRADING YOUR PREPARATION	YES	NO
1	Didn't I request to change the meeting date/time?	V	
2	Did I show up on time for the meeting?	V	
3	Did the person indicated in the invitation appear at the meeting?	V	
4	Did I analyze the company/buyer before the meeting?	V	
5	Did I test the platform, the camera, the sound before the meeting?	V	
6	Was the camera connected, was the signal good, was the background decent?	V	
7	Did I show a visual presentation of the products, the company, etc.?	V	
8	Did I ask questions to clarify/concrete the client's need?	V	
9	Have I made notes, exchanged contacts, re-confirmed contact details?	V	
10	Did I summarize the meeting with next steps?	V	
	TOTAL MAXIMUM	10	

LIST OF SOURCES:

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2. Accreditation Body of the Republic of Moldova - acreditare.md
3. Berlingske Business news: https://www.berlingske.dk/
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