

CREATING VALUE ALL THE WAY

Investment Promotion

Invest in Denmark (IDK) is striving to become Europe's best investment promotion organization in terms of its services and marketing. In order to achieve this, tailor-made business proposals and ongoing customer contact will be strengthened. IDK directs feedback to political decision makers from foreign companies with regard to their experience of the Danish framework conditions. Furthermore, in an attempt to retain competences and employment in Denmark, IDK focuses on international companies in Denmark

Global Presence

The global presence of the Ministry of Foreign Affairs of Denmark is a cornerstone for the Trade Council. With the strategy follows an enhanced geographic focus in the form of a differentiated presence consisting of fewer small and some slightly larger commercial representations. The Trade Council will have three forms of commercial presence:

- “Full Service Provider”, which can deliver the entire palette of services both regionally and locally
- “Selected Service Provider”, which primarily delivers selected solutions, typically with a less pronounced specialization on specific sectors.
- “Ad hoc Service Provider”, which does not undertake commercial tasks on a daily basis, but which, in cooperation with the Ministry of Foreign Affairs in Copenhagen or via regional cooperation, can solve tasks on an ad hoc basis.

In the future, all missions will engage in regional cooperation, a concept we continue and develop further with the new strategy.

Employees, Knowledge-sharing and Partnerships

The Trade Council will strengthen the competence development of its employees, methods of knowledge-sharing and cooperation, and the establishment of strategic partnerships.

Employees

An active human resource effort underpins the new strategy. The Ministry of Foreign Affairs of Denmark has a goal-oriented approach to employee competence development, as well as organising work according to competences within the organisation by allocating larger tasks and projects to global or regional teams. The development of consulting skills is prioritised within sectors, contributing to high levels of value creation in Denmark. To support the strategy, employee satisfaction will be a strategic target as a measure of our ability to recruit, develop and maintain the competences necessary to implement the cohesive strategy.

Mechanisms for knowledge-sharing

The Trade Council and the Ministry of Foreign Affairs of Denmark will continue the development of a network organisation in which employees work as a single entity focused on solutions, rather than competing individual performances. As employees learn from customers, the organisation's knowledge is accessible to all, both internally and externally. Relevant frameworks and systems will be developed including an employee cockpit.

Strategic Partnerships

In the future we will consider strategic partnerships with external partners a key prerequisite for value creation as well as a means of focusing on our core competences. The Trade Council can and should not, possess all competences within the organisation itself. We will maintain, develop and build strategic partnerships both at home and abroad, thus strengthening the focus on own key competences and creating increased value for the customers.

Branding and Marketing

The Trade Council will further prioritise its branding and marketing efforts. The goal is to get more companies, partners and other stakeholders to include the Trade Council in their internationalisation strategies. Through this the Trade Council can contribute to continued growth and employment in Denmark. The Ministry of Foreign Affairs of Denmark/Embassy of Denmark is the master brand, the Trade Council the sub-brand and Invest in Denmark continues as a sub-brand.

CREATING VALUE ALL THE WAY



VISION:
CREATING VALUE ALL THE WAY

MISSION:
 THE TRADE COUNCIL CREATES VALUE, GROWTH AND KNOWLEDGE FOR DENMARK THROUGH GLOBAL CONSULTING SERVICES AND PARTNERSHIPS.

Starting point

The Trade Council is a customer-oriented export and investment promotion organisation. The Trade Council creates results through individual approaches based on the customers' needs. Focusing on sectors, the Trade Council builds close and lasting relationships with businesses, thus enhancing the quality of the services provided. The Trade Council continues and strengthens these elements in the new strategy with the aim of becoming even better at creating value for the customers, and for Denmark, in terms of growth and employment.

Where to go

The long-term goal of the Trade Council is to create value all the way for customers and other stakeholders with whom we work every day in order to generate continuing growth and employment in Denmark. The value created takes many forms and is not necessarily measured in currency alone but also in the quality and timing of the services provided. The vision for the upcoming strategy period is "Creating value all the way".

The Trade Council measures its success in terms of four strategic targets: high value in the services we deliver, extensive outreach of our services, effective knowledge-sharing and high employee satisfaction. The Trade Council is a focused and visible public service provider as well as a knowledge-intensive consultancy organisation, moving up the value chain. The Trade Council focuses on content, quality and form when giving advice based on our:

- Commercial skills and knowledge
- Political skills and knowledge
- Global network

The Trade Council

- Helps customers with new businesses or helps to expand already existing ones
- Provides customers with access to key decision makers and helps identify the right partners
- Minimises risks through risk analysis and advice on CSR, including anti-corruption
- Works on creating free and fair trade relations across the world
- Benefits Denmark by bringing knowledge, investments and jobs to the country

We will continuously

- Prioritise commercial innovation
- Promote the effective investment promotion model
- Focus on reducing trade barriers
- Strengthen sector specialisation
- Strengthen customer segmentation
- Secure flexible use of resources

New focus areas

- Focus on value adding
- 3 core business areas
- Services free of charge
- Small Global Growth Enterprises
- Differentiated presence and strengthened cooperation
- Effective knowledge-sharing
- Strategic partnerships
- Make the Trade Council better known

Business Areas

The strategy focuses on the business areas of Global Growth, Global Public Affairs and Global Opportunities and Risks. Cross-cutting the business areas, services that are free of charge highlight our public service obligation at the same time as expanding our customer base.

- Global Growth brings together traditional export promotion and internationalisation activities such as market access, joint promotion events, sourcing and establishment advice.
- Global Public Affairs focuses on influencing decision makers and processes in relevant markets and sectors important to Danish export companies.
- Global Risks and Opportunities and brings together a variety of areas related to the specific risks and opportunities encountered by Danish companies in emerging markets. This can for example apply to risk analysis, including political risk, CSR and anti-corruption, but also to new opportunities such as Base of the Pyramid (BOP).

Our public service responsibility is strengthened and targeted through our services free of charge, which are represented

in all three business areas. These easily accessible and relevant services create value for the customers and will therefore encourage them to continue their cooperation with the Trade Council. A range of services free of charge are defined within each business area and function as an introduction to an extended consulting process. The delivery of services without charge is applicable at home as well as abroad, and can take the form either of web-based solutions or direct consulting.

Within the framework of the Government's Assertive Trade Policy Strategy, the Trade Council works for global trade liberalisation and the important task of dismantling trade and investment barriers encountered by individual Danish companies. Dismantling barriers is part of the business area of Global Public Affairs.

Customers

We develop our customer relations on the basis of the existing customer segmentation while maintaining concepts such as Key Account and Large Account in areas of export promotion and Key Customers in areas of investment promotion. We introduce the ability to create value for the

individual customer as a new segmentation parameter, based on the continuous prioritisation of sectors where we create most value for customers and for Denmark.

The Trade Council continues its special focus on small and medium sized enterprises (SMEs), which represent a significant export potential. Based on their growth capacity, a small number of the small and medium sized enterprises will be characterized as Small Global Growth Enterprises (SGGE). A new and focused approach will be developed for the SGGEs with the ability to become tomorrow's engines of growth.

Customer segmentation

Global Customer

Partnership – Key Account

Regional Customer

Personal relation – Large Account

Single Market Customer

Market relation – standard solutions

Potential Customer

Ad hoc relation – public service

STRATEGIC TARGETS

Increased growth and employment in Denmark



High value



Extensive outreach



Effective knowledge-sharing



High employee satisfaction