DENMARK
IN SILICON VALLEY

A MANIFESTO
OUR MISSION

TRANSFORMING KNOWLEDGE INTO GROWTH IN DENMARK

BUILDING BRIDGES TO A SUSTAINABLE FUTURE
OUR AMBITIONS

- We contribute to the **INTERNATIONALISATION** of Danish research and higher education
- ... deliver **INSIGHTS**, helping Denmark **ENGAGE IN THE FUTURE**
- ... help Danish companies **SCALE GLOBALLY**
- ... assist corporate Denmark **NAVIGATE TECHNOLOGICAL OPPORTUNITIES**
- ... introduce **INNOVATIVE DANISH SOLUTIONS** to the US market
- ... brand Denmark as an **INNOVATIVE, SUSTAINABLE HUB, ATTRACTIVE** for investments
- ... help Danes in need with **CONSULAR SERVICES**
OUR FRAMEWORK
Danish Research and Education Institutions

Danish Corporates and Startups

Danish Public Institutions

US Private Partners

US Public Institutions

Danish Research and Education Institutions

Entrepreneurship

Agendas

INNOVATION CENTRE DENMARK

CONSULATE GENERAL OF DENMARK
Silicon Valley

Services

Future of Work

Fintech

Corporate Innovation

Energy & Environment

Life Science

AI & Digitalization

Export alliances

Scaling & incubation

Advisory services

Access to US networks & stakeholders

DK-US government cooperation

Master classes & academies

Fellowship programs

Insight & foresight

Access to Danish markets

Illuminating insights

Sustainability

Entrepreneurship

Danish Public Institutions

Public Sector

Danish Private Sector

US Private Sector

Danish Research Institutions

Danish Corporates

Danish Startups

US Public Sector

US Private Sector

US Research Institutions

Research & Education

Financial Services

Entrepreneurship

AI & Digitalization

Energy & Environment

Life Science

Future of Work
WHERE DO WE COME FROM?

- **JUN 2006**: Innovation Centre Denmark is established in Silicon Valley.
- **NOV 2010**: Invest In Denmark becomes a member of the family.
- **APR 2016**: Water Technology Alliance joins.
- **MAY 2016**: Denmark Bridge is founded.
- **AUG 2017**: The Consulate General officially opens.
- **OCT 2017**: The techplomacy unit is anchored in Silicon Valley.
- **APR 2019**: Danish-Californian cooperation on energy efficiency.
- **MAY 2019**: The Consulate General expands to bigger offices.
- **NOW**: A small piece of Denmark on the US West Coast.
WE ARE PART OF A BIGGER PICTURE...

... AND OF A BIGGER TEAM

- **A GLOBAL TEAM OF 2600** diplomats, trade, innovation and investment advisors, technical experts and public affairs specialists

- **50 INNOVATION ADVISORS** in a global network across 8 Innovation Centres

- **200 TRADE ADVISORS**, working together in 18 regions

- **60 TRADE AND INNOVATION ADVISORS** in Trade Council North America
TECH

WHAT WE OFFER

- We help **DANISH START-UPS** scale through Silicon Valley
- ... provide **TAILOR-MADE ADVISORY SERVICES** for Danish companies & organisations
- ... create **ACCESS** to and gather **KNOWLEDGE** about technologies, partners, industry and capital
- ... organise **TECHNOLOGY SPECIFIC MASTERCLASSES & PARTNER-DRIVEN ACADEMIES** in Silicon Valley
We facilitate **FELLOWSHIP PROGRAMS AND PROJECTS**

Help Danish researchers establish **CONTACT TO US RESEARCHERS**

**SPONSOR PROJECTS AND VISITS** for Danish researchers

Provide analysis on specific topics – **SILICON VALLEY "OUTLOOK"**
INVEST IN DENMARK
WHAT WE OFFER

- A **ONE STOP SHOP** for doing business in Denmark
- Provide **CONFIDENTIAL AND TAILORED SOLUTIONS** for foreign companies looking to set up business in Denmark
- Deliver **INFORMATION AND INDUSTRY INSIGHTS**
ENERGY & ENVIRONMENT
WHAT WE OFFER

- Establish **POLICY COLLABORATION** between Denmark and California
- Deliver **CUSTOMISED ADVISORY** services within export promotion and innovation
- Facilitate **ACCESS TO MARKETS AND KNOWLEDGE** in the water and energy sectors.
WE ARE A PARTNERSHIP BETWEEN:

MINISTRY OF FOREIGN AFFAIRS OF DENMARK

Ministry of Higher Education and Science Denmark

Danish Ministry of Energy, Utilities and Climate

VÆKSTFONDEN
OUR VALUES

- **PROFESSIONALISM**: We are professional, on time and deliver high quality service in the tasks we take on

- **IMPACT**: We aim to make an impact for our partners and collaborators - and for Denmark

- **COOPERATION**: We listen to our stakeholders in Denmark and work in cooperation with them to make sure we meet the goals of our partners

- **OPENNESS**: We share our insights and connections to the benefit of the whole organisation

- **GREAT PLACE TO WORK**: We aim to create a good workplace with a culture where people thrive and have fun
HOW WE WORK

- We deliver **IMPACT** and are driven by **VALUES**

- We are **PROUD** of what we do and represent

- We place **OUR PARTNERS AND CLIENTS** at the heart of the matter

- We are **TRUSTED ADVISORS**

- We enjoy and promote a **SOCIAL LIFE** at work - thrive and have fun
HOW WE COOPERATE

- We **SHARE KNOWLEDGE AND INVEST** in each other

- We **COMMUNICATE OPENLY AND SUPPORT EACH OTHER**

- We **RESPECT EACH OTHERS’ DIFFERENCES** and consider diversity a strength

- We welcome **CONSTRUCTIVE FEEDBACK**, believing it makes us grow

- We’re **A SAFE SPACE FOR FAILURES**, where we acknowledge our mistakes and learn from them
WE TELL THE STORIES OF....

- ... a small country that manages to have social safety nets and be AMONG THE RICHEST NATIONS IN THE WORLD, characterised by EQUALITY

- ... Denmark being one of the most INNOVATIVE AND DIGITALISED COUNTRIES in Europe, ranking 1ST IN THE WORLD FOR EASE OF DOING BUSINESS

- ... a CLEAN ENVIRONMENT, high levels of TRUST IN SOCIETY and a WELFARE SYSTEM providing health and education to all

- ... companies and institutions that deliver SUSTAINABLE SOLUTIONS to meet GLOBAL CHALLENGES

- .... a country with a HIGH QUALITY RESEARCH AND HIGHER EDUCATION SECTOR – where higher education is free for all citizens
KNOWING WE ARE PART OF SOMETHING BIGGER

#WORKINGFORDENMARK