


# **DENMARK**

## **IN SILICON VALLEY**

**A MANIFESTO**



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**

 **Ministry of Higher  
Education and Science  
Denmark**

# 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  
CORPORATES AND  
STARTUPS**

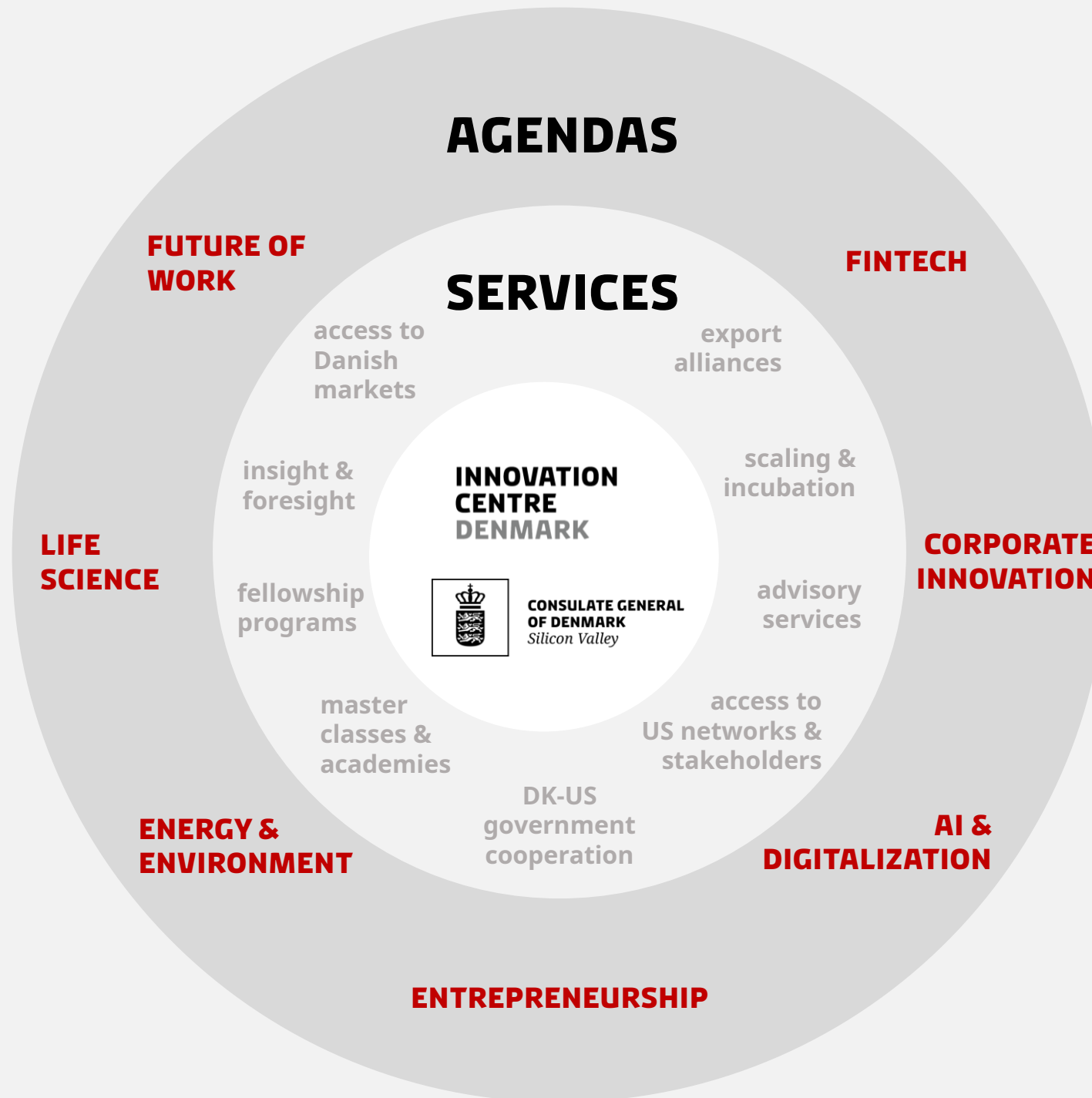
**US PRIVATE  
PARTNERS**

**DANISH PUBLIC  
INSTITUTIONS**

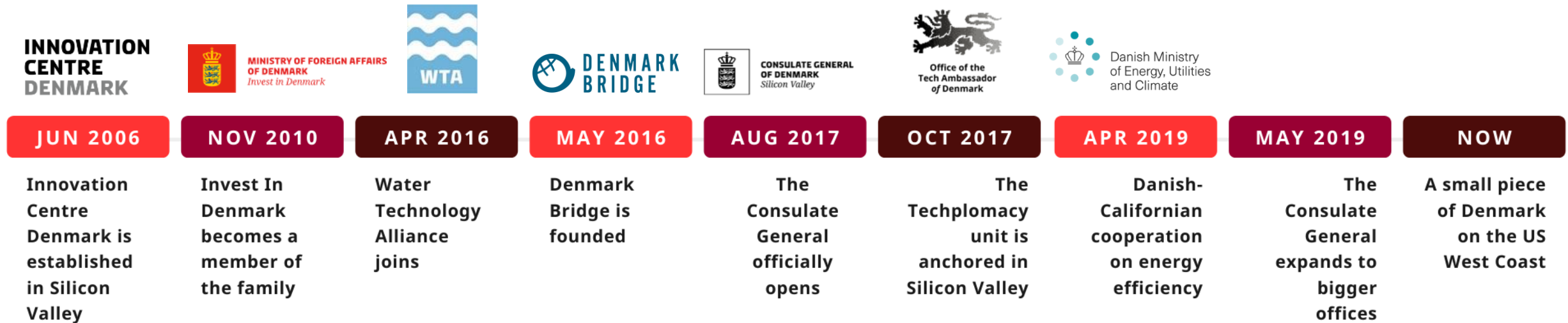
**US PUBLIC  
INSTITUTIONS**

**DANISH RESEARCH  
AND EDUCATION  
INSTITUTIONS**

**US RESEARCH  
AND EDUCATION  
INSTITUTIONS**



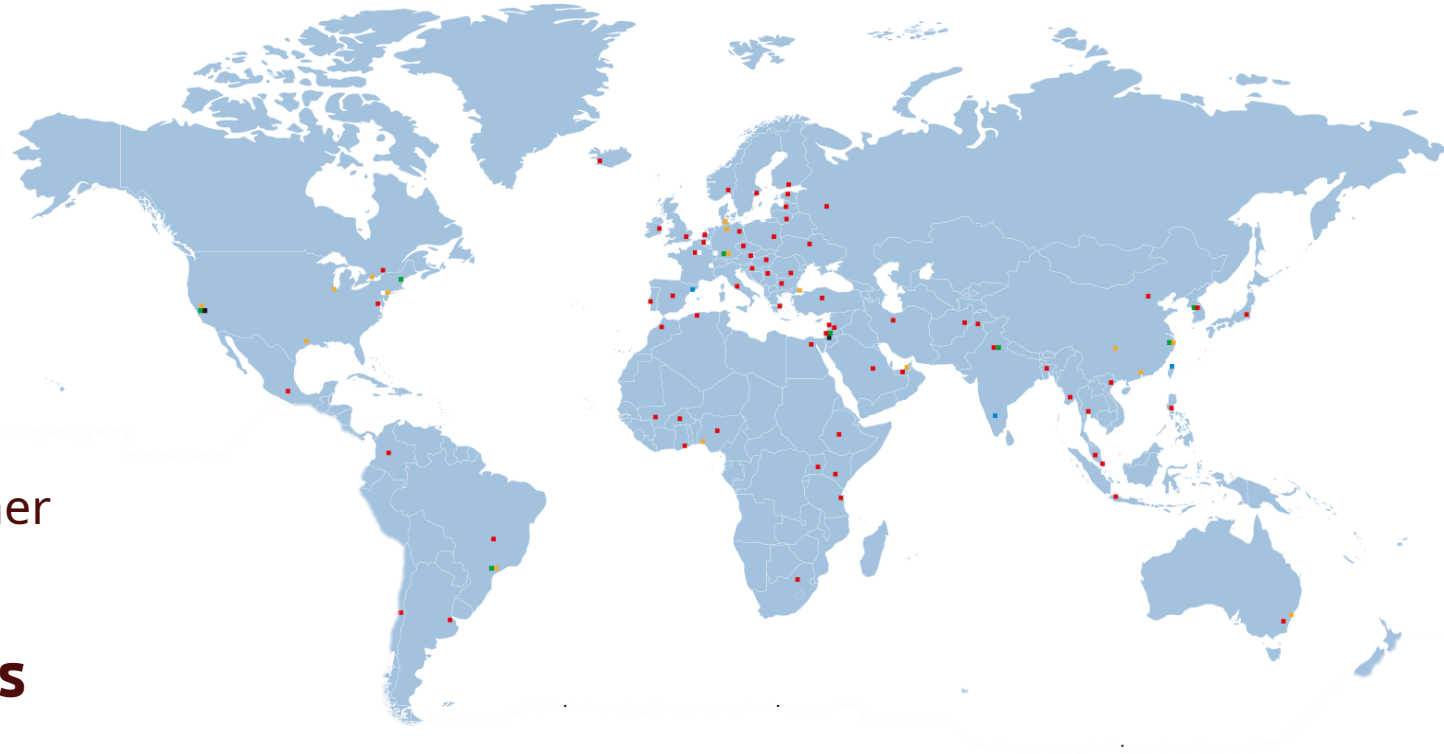
# WHERE DO WE COME FROM?



# 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







## **FUTURE OF WORK**



## **APPLIED AI**



## **ENERGY & ENVIRONMENT**



## **FOOD- & AGTECH**



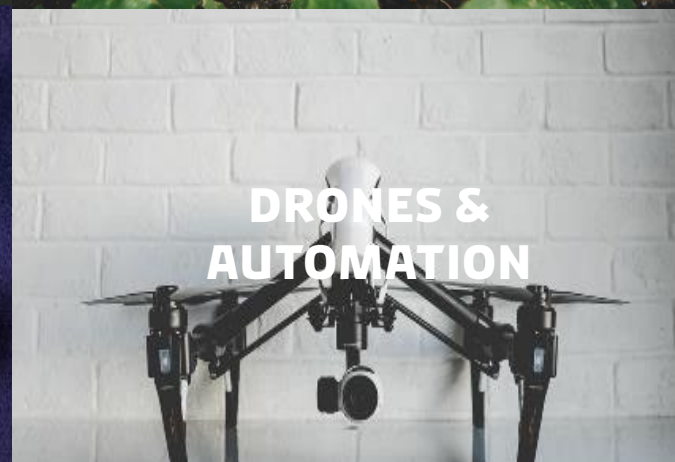
## **FINTECH**



## **LIFE SCIENCE**



## **PUBLIC DIGITALISATION**



## **DRONES & AUTOMATION**



## **FUTURE OF DIGITALISATION**



## **CORPORATE INNOVATION**



## **RESEARCH & EDUCATION**



## **ENTREPRENEURSHIP**





# TECH WHAT WE OFFER

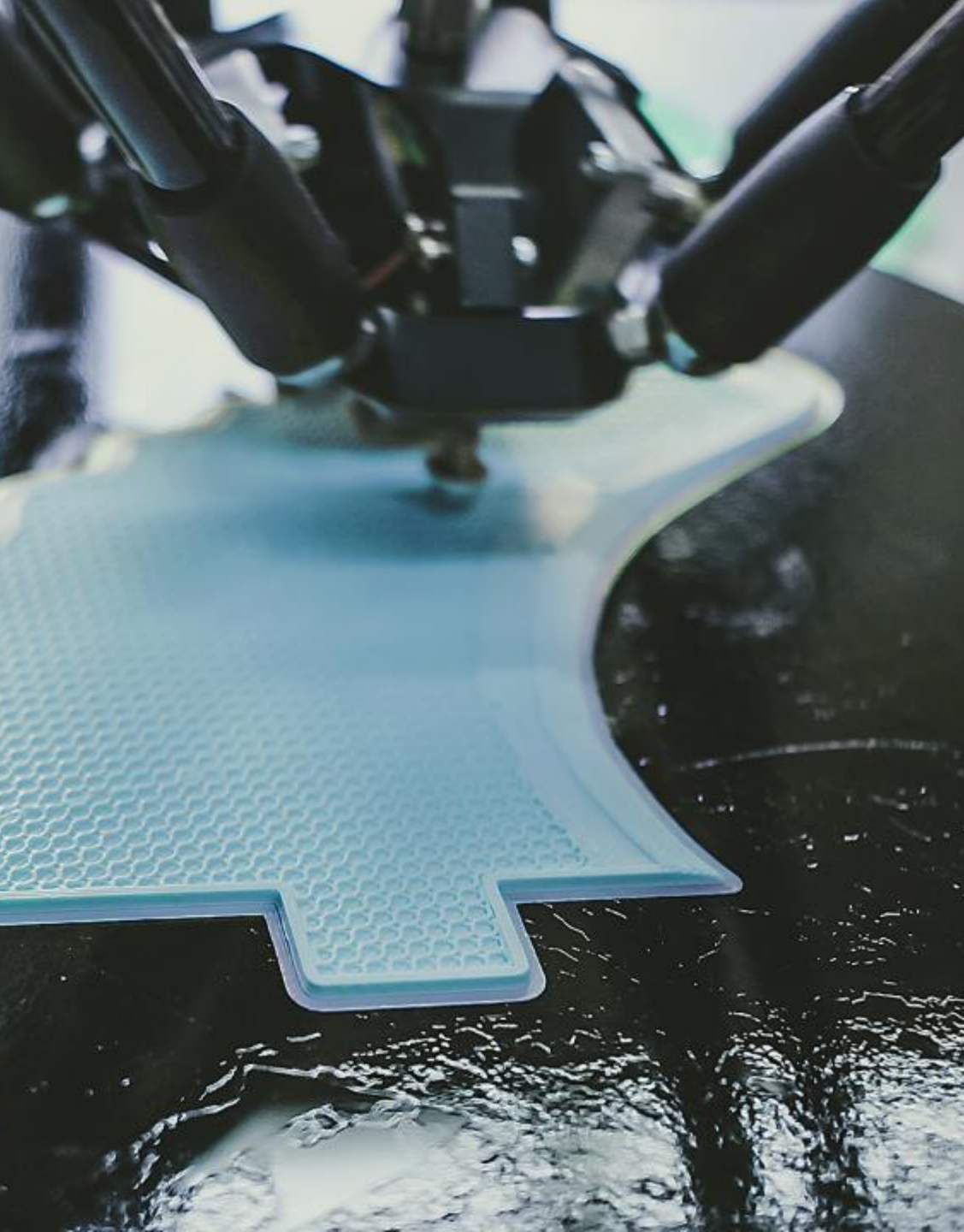
- We help **DANISH START-UPS** scale through Silicon Valley
- ... provide **TAILOR-MADE ADVISORY SERVICES** for Danish companies & organisations
- ... create **ACCESS** to and gather **KNOWLEDGE** about technologies, partners, industry and capital
- ... organise **TECHNOLOGY SPECIFIC MASTERCLASSES &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

# RESEARCH & EDUCATION

## WHAT WE OFFER

- 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.



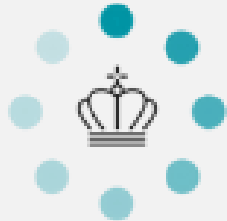
# WE ARE A PARTNERSHIP BETWEEN:



**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**





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OF DENMARK



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Education and Science  
Denmark

# CONTACT

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