

Business Opportunities in Turkey and Denmark



By **Merete Juhl**

Director of Invest in Denmark, Innovation and Partnerships

We speak business

Agenda:

1 why invest in Denmark

2 competence areas in common between Turkey and Denmark - focus on CleanTech

3 a business case with focus on MedTech

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3 a business case with focus on MedTech

Istanbul-Copenhagen 3 hours



Denmark Compares Well, And it is Not Just Something We Say...

Denmark is the world's best country for doing business

Forbes Magazine (2010)

Denmark, the 2nd most business friendly climate in the EU

World Bank, Doing Business Report 2010

*Denmark, world's most advantageous country to invest in
a five year perspective*

Economist Intelligence Unit 2008-2012

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Case: Microsoft



Denmark is an ideal location for beginning, running and expanding your businesses in

- Easy to start a business
- Denmark is the best place to do business
- Benefit from the optimal structure for expanding your business
- Flexibility in hiring and firing gives you cost efficiency and low risk
- Stable national economy

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Our Focus Areas and Areas of Business Excellence

LifeSciences/Medtech

- Assistive Technologies, Diagnostics, Disposables

LifeSciences/Biotech

- Industrial Biotech, Vaccines & Immunotherapy, CNS & Neuroscience, Inflammatory & Infectious diseases, Metabolic diseases, Cancer

ICT

- Wireless & Mobile, Acoustics, Software development

CleanTech

- Wind Energy, Bio Energy, Fuel Cells

Maritime

- Shipping, Offshore, High-tech Components and services

Denmark is the World's CleanTech Centre

- With 720 Danish CleanTech companies
- 60,000 employees,
- 10 billion Euro market value,
- 46 research institutions
- a government dedication to be completely independent of fossil fuels by 2050,
- Denmark is the world's indisputable CleanTech centre

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**We can actually SWIM in the clear
water in Copenhagen Harbour**

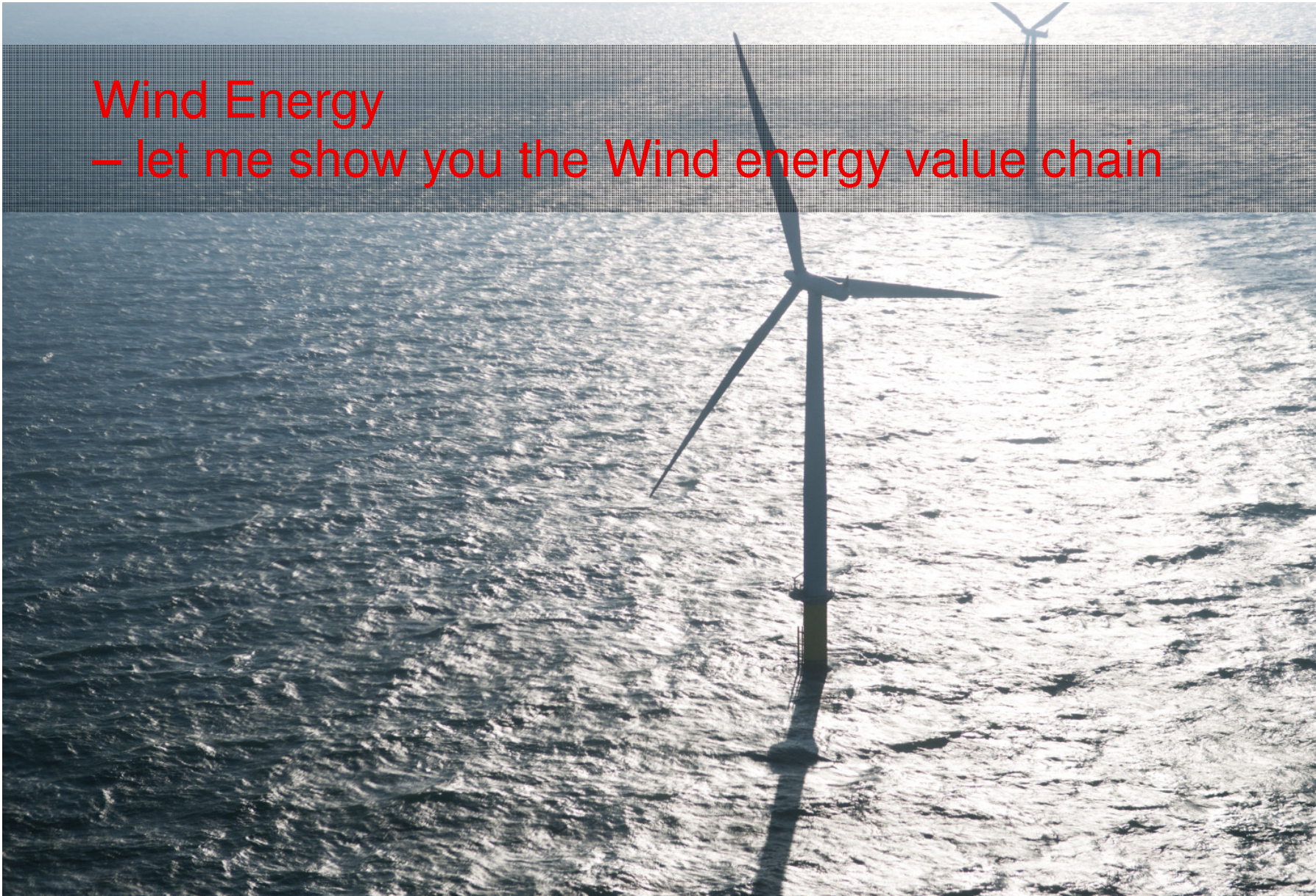


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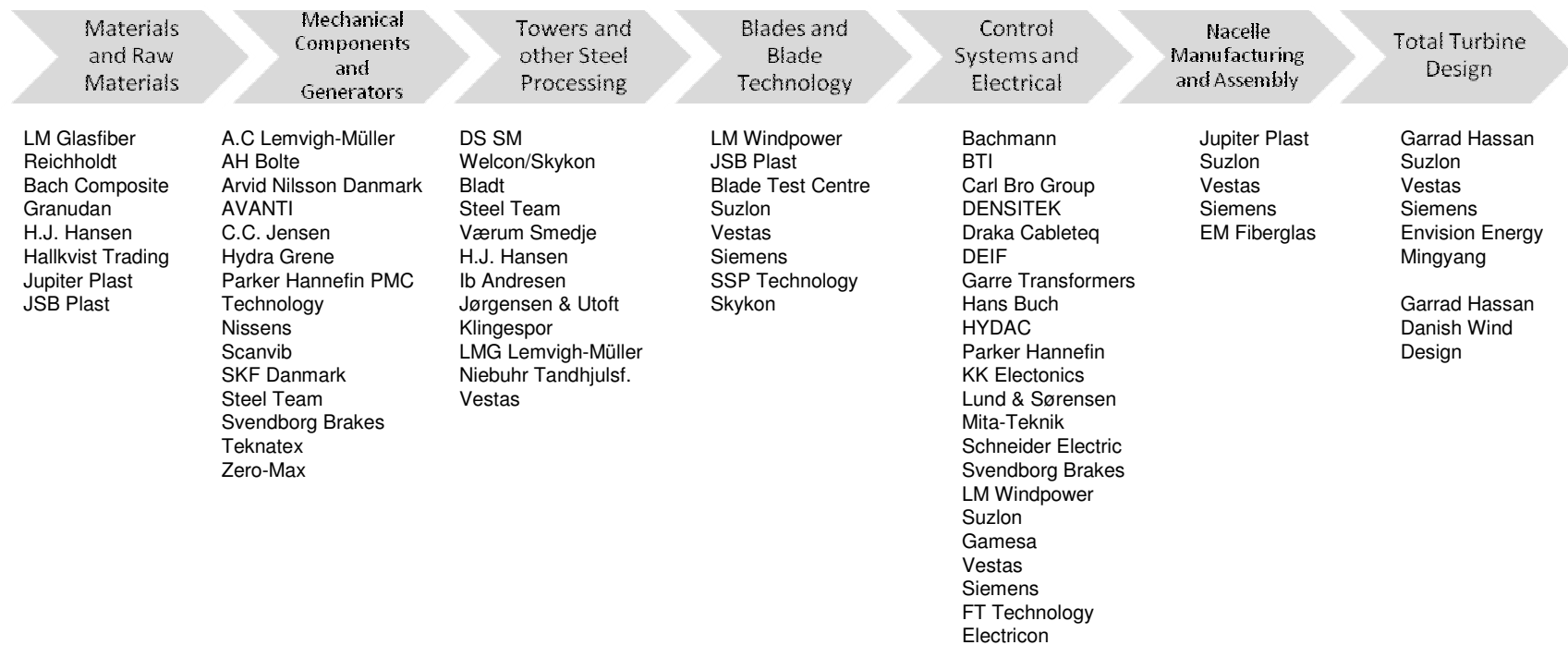
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Wind Energy

– let me show you the Wind energy value chain



The Danish Wind Turbine Industry – Value Chain



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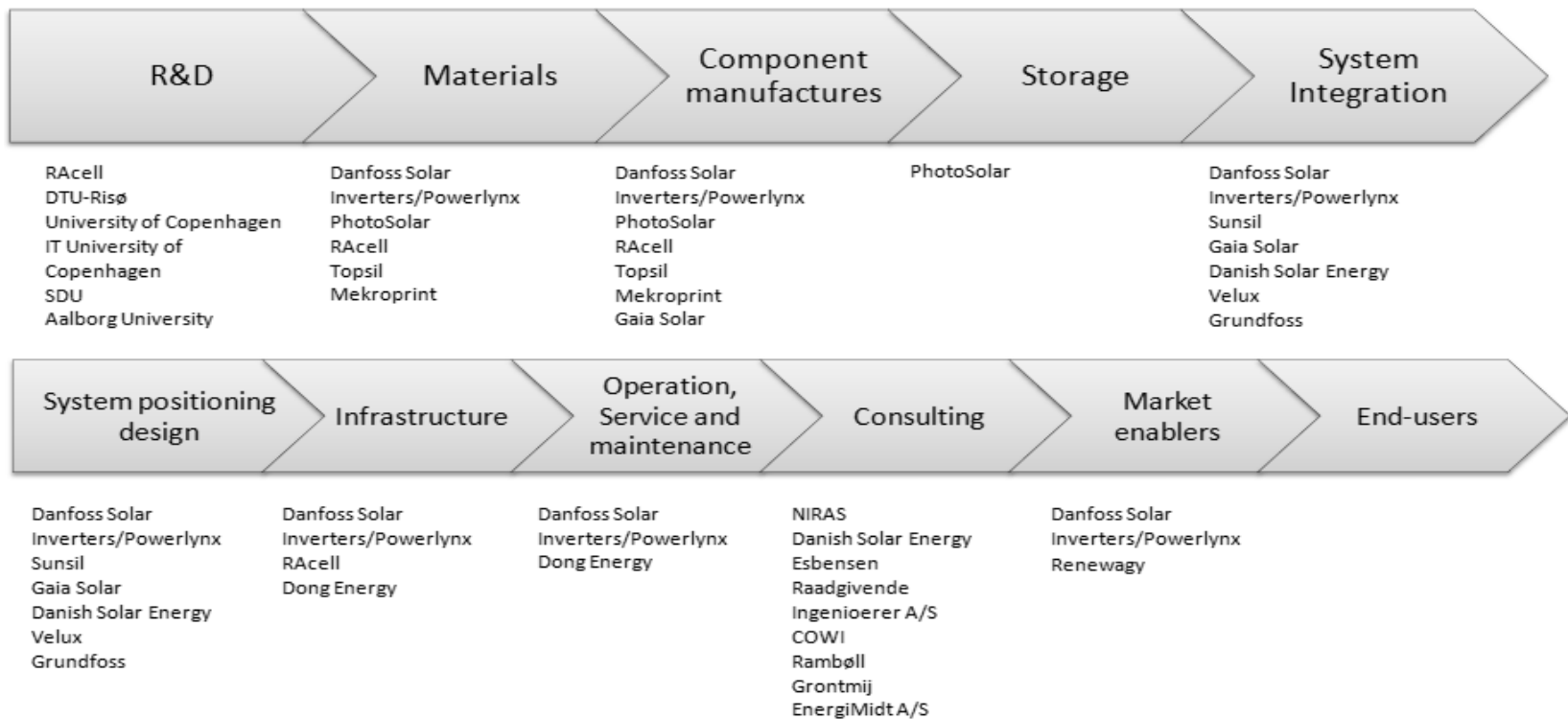
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Solar Power

- let me show you the Solar Power value chain



Solar Panels (PV) – The Danish Cluster



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Other CleanTech Strongholds in Denmark

Fuel Cells

Waste treatment and Recycling

EVs

SmartGrid

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MedTech

- example from the MedTech sector



Denmark is one of Europe's leading MedTech industry nations

A strategic location near industry leaders

Excellent design, engineering and clinical competencies

Advantage of the strong user-producer linkages

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“Prent Corporation is dependent on a high degree of design expertise and know-how and our clients are high-tech companies that makes heavy demands on quality, because their customers – the healthcare sector – demands very high quality”.

Peter Bay, Director Prent Denmark

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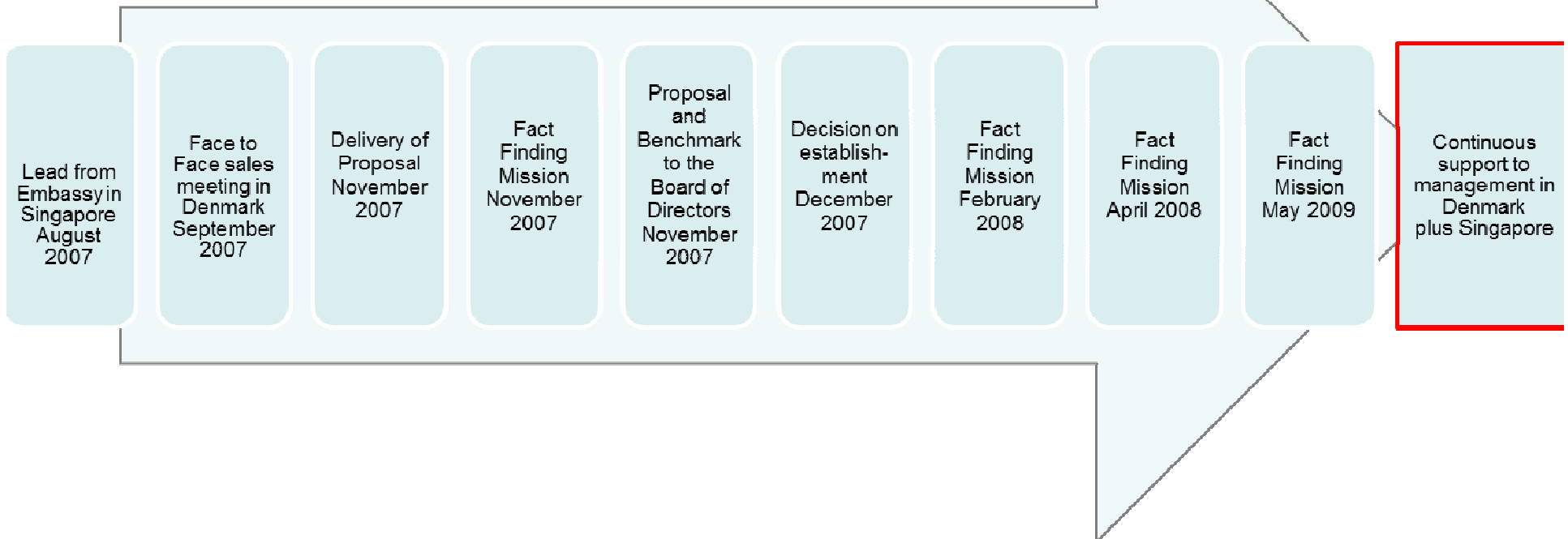
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“It is my impression that Danish employees have a sense of quality and responsibility - it's the right spirit for a company like ours”.

Joseph T. Pregont, Prent President and CEO

PRENT THERMOFORMING



PRENT THERMOFORMING



Result

- IDK Success with 35 jobs (in the long run 80 – 100 jobs)
- Winning factors: high-level of education, sense of quality and employees taking responsibility
- Geographical location, proximity to current and future potential customers

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They chose Denmark

SIEMENS

DELL™

Microsoft®
Development Center Copenhagen




FURUNO

seventure

IBM®

SUZLON
POWERING A GREENER TOMORROW


HUAWEI

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LIFE SCIENCES
BioTech
MedTech

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Offshore
Advanced maritime technology

Talk to one of maritime
industry our experts

Shipping is a unique
Danish stronghold

Ideal business location

Offshore firstmover
success



News: [ROMO Wind uses Denmark as springboard to optimising wind farms](#), 2012-02-22

Business
cases

Explore some of our many
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help you?

We measure our success by how
well we contribute to yours.

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The world's most flexible labour
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Denmark 7,3

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Biotech Conference

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in the Anglo-Nordic region

