



Eksportrådet

CleanTech Fokus



Hvem er vi?

- Peter Mygind Rasmussen
 - Internationaliseringsrådgiver

- Lars Eskild Jensen
 - Sektor ekspert, vand og miljø

Danske udfordringer

For få virksomheder
eksporterer

Stigende global
konkurrence

Flere
handelsregler



Eksportrådet hjælper virksomhederne med at vokse globalt

Via vores markedskendskab, lokale netværk, sektorkompetence og eksporterfaring kan vi tilbyde ydelser skræddersyet til virksomhedens behov, f.eks.:

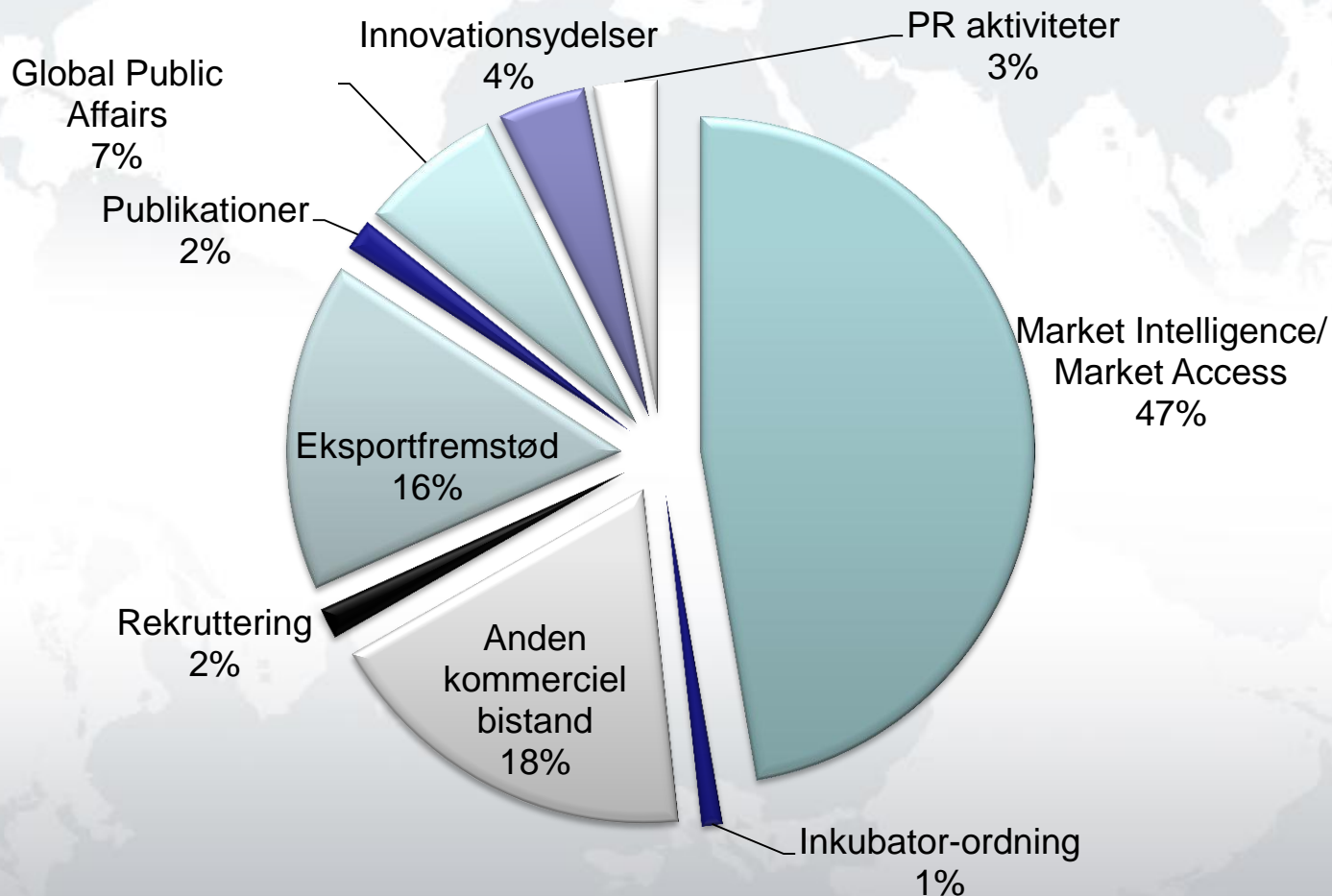
- Markeds- og kundeanalyser
- Partnersøgning
- Markedsføringsaktiviteter – bl.a. messer og officielle fremstød
- Rekrutteringsservice
- Outsourcing/sourcingassistance
- Inkubatorfaciliteter og praktisk etableringshjælp





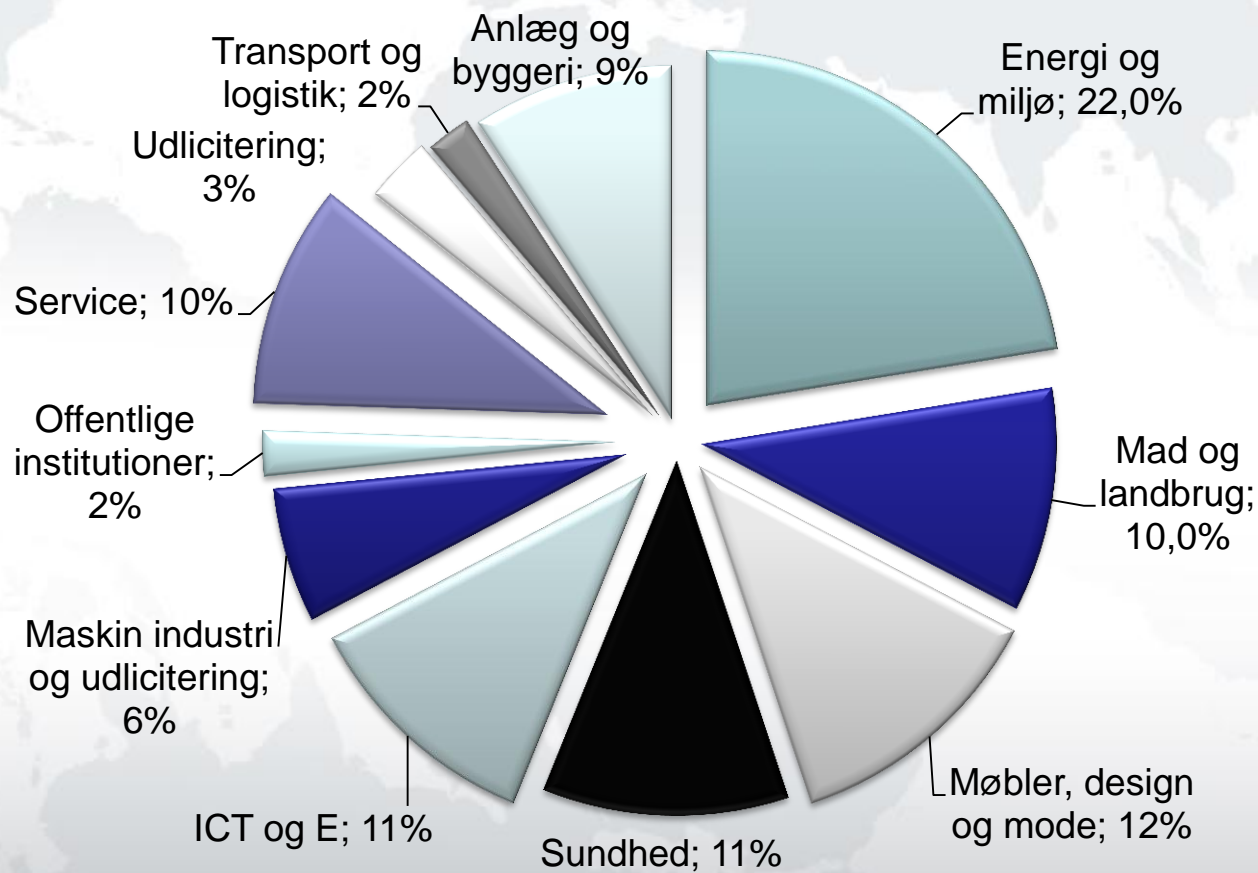
Internationalisering

- de vigtigste eksportrådgivningstyper





Eksportrådets kunder





Global Public Affairs

Stakeholder
Management

Trade Policy

Intelligence

Dispute
Resolution





GLOBAL INDUSTRY TEAMS

ICT, Services, Machine
industry and Defence
Stig Fugl Lund

Creative Industries
Klaus Iversen Hell

Financing and
Company groups
Troels Jakobsen

Energy and Climate
Jakob Linulf

Sustainable foods, Agro
Business and Agriculture
Jesper Vibe-Hansen

Health and Welfare
Joan Hentze

Environment and
Water
Lars Eskild Jensen



Danish Cleantech Sector – Status:

- Most Danish companies are characterised by:
 - Very smart solutions, high quality, but :
 - Small size (SMV´ s)
 - Few companies doing export : 10% of all & 1% doing 80%
 - Lack of man-power and ressources to meet export challenges
 - Lack of capital

The objective of Trade Council is to help to increase the export and to help to increase the number of companies doing export



Danish Cleantech Sector and the World:

- Huge global challenges within energy, water & environment:
- The global growth (Asia and Africa) is calling for new sustainable solutions within energy: Wind, Solar, Biomass (in combination with "black" or "grey" solutions – and energy efficiency!
- Increasing pressure on water resources is calling for solutions within water resources management, effective water supply, NRW, sewage systems, flooding control etc. etc.
- Growing middle-class in Asia will in general increase demand on clean, healthy environment
- Huge global demand in water – 1000 billion in investments annually – more than half in China alone...



Danish Cleantech Sector – Where to Export?

- To the roaring tigers of Asia?
or
- To the grunting lions of Africa?
or
- Maybe just to Sweden or Germany?



Danish Cleantech Sector – Where to go?

- Africa: Please note that the combined BNP of East African Kenya, Tanzania, Uganda, Mozambique and Rwanda still is **less than 1/3 of the BNP of Denmark** (South Africa BNP = Denmark BNP)
- Asia: Combined BNP of South East Asian countries Indonesia, Thailand, Malaysia, Singapore and Vietnam is **5 times BNP of Denmark**
- Our European neighbours: More familiar conditions – but almost no growth
- USA?

Trade Council Staff will try to give you the best possible advise....



Thank You for the Attention



HOTLINE TIL EKSPORT Ring gratis på 33 92 05 00

Verden venter...