



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

U.S. Country Commercial Guides



Denmark 2020

Table of Contents

<i>Doing Business in Denmark</i> _____	4
Market Overview _____	4
Market Challenges _____	5
Market Opportunities _____	5
Market Entry Strategy _____	6
Greenland _____	6
The Faroe Islands _____	7
<i>Leading Sectors for U.S. Exports & Investments</i> _____	9
Renewable Energy Products _____	9
Digital services and technologies _____	11
Smart Cities _____	13
Healthcare and lifescience products and services _____	14
Travel and Tourism Services _____	16
Agricultural Sector _____	18
<i>Customs, Regulations & Standards</i> _____	20
Trade Barriers _____	20
Import Tariff _____	20
Import Requirements & Documentation _____	21
Value Added Tax (VAT) _____	26
Labeling/Marking Requirements _____	26
U.S. Export Controls _____	27
Temporary Entry _____	27
Prohibited & Restricted Imports _____	27
Customs Regulations _____	29
Trade Agreements _____	30
<i>Selling US Products and Services</i> _____	31
Distribution & Sales Channels _____	31
eCommerce _____	31
Selling Factors & Techniques _____	33
Trade Financing _____	33
Protecting Intellectual Property _____	36
Selling to the Public Sector _____	36
<i>Business Travel</i> _____	38

Travel Advisory _____	39
<i>Investment Climate Statement (ICS)</i> _____	45
<i>Political & Economic Environment</i> _____	45

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE
AND U.S. DEPARTMENT OF STATE, 2020. ALL RIGHTS RESERVED
OUTSIDE OF THE UNITED STATES.

Legal Disclaimer:

The US&FCS makes every reasonable effort to ensure the accuracy and completeness of the information in this Guide, a resource for U.S. businesses to use in the exercise of their business judgment. U.S. businesses should conduct their own due diligence before relying on this information. When utilizing the information provided, the U.S. business is responsible for complying with all applicable laws and regulations of the United States, including the U.S. Foreign Corrupt Practices Act (FCPA). References and links to third parties and their content are provided for the convenience of readers, and are not exhaustive lists of such resources. The US&FCS is not responsible for the availability of any third-party or its content whether found on an external site or otherwise; nor does US&FCS endorse the third-parties or endorse, warrant, or guarantee the products, services, or information described or offered in any third-party content. Please be aware that when following a link to an external site, you are then subject to the privacy and security policies and protections of the new site.

Doing Business in Denmark

Market Overview

- Denmark is a constitutional monarchy which shares a southern border with Germany and is connected by bridge to southern Sweden. With a total area of 43,096 km² (16,640 mi²), it is slightly smaller than Vermont and New Hampshire combined. The total population in 2019 was 5.8 million people. The country has been a member of the European Union (EU) since 1973.
- Denmark is a rich, modern society with state-of-the-art infrastructure and distribution systems, a highly skilled labor force, and a central location that makes it an excellent distribution point for the Scandinavian, Northern European, and Baltic markets.
- The economy displays a number of strengths. The “flexicurity” system helps adjust to shocks while limiting the social cost of unemployment and the risk that it could become entrenched. The social welfare system ensures low poverty and low inequality.
- Denmark’s fiscal position is sound, and has entered the global COVID-19 pandemic from a position of strength. Denmark has been able to maintain a sizable current account surplus in recent years and had a public budget surplus of 3.7 percent of GDP in 2019, the largest in the EU.
- Denmark’s standard of living is among the highest in the world with a GDP per capita of USD 65,147 in 2019.
- Denmark is a firm advocate of liberal trade and investment policies and actively encourages foreign investment.
- There are more than 550 American subsidiaries established in Denmark and a strong American Chamber of Commerce with approximately 275 members. Recent growth in membership can be attributed to the recent merging of the American Chamber of Commerce with the Danish American Business Forum.
- Despite the global Covid-19 pandemic, the export of goods from Denmark to the U.S. has increased substantially making the United States, Denmark’s largest export market.
- During the first seven months of 2020, exports from Denmark to the U.S. increased by approximately 22 percent, compared to the same period in 2019. The key category driving this increase continues to be ‘Chemicals’, particularly Pharmaceuticals, which account for 65 percent of total exports. The Danish pharma companies drove an increase of 29 percent during the abovementioned period – followed by, ‘Machinery’ with an increase of roughly 17 percent.
- Denmark’s major imports from the United States are industrial machinery, capital equipment, computers and telecom products, software, aircraft, and scientific instruments. Other important U.S. exports to Denmark are military equipment, chemicals and pharmaceuticals, tobacco, wine, fresh vegetables, nuts, and forest products.
- Imports of goods and services in Denmark in 2019 (Source: Statistics Denmark)
 - Goods
 - Main Imports (% of total goods import)

- Machinery (excl. transport equipment): 22.9%
 - Manufactured goods and articles: 17.3%
 - Live animals, food, beverages and tobacco: 13.7%
 - Primary goods: 13.2%
- Services
 - Main imports (% of total service import)
 - Sea transport: 34.0%
 - Travels: 13.3%
 - Telecommunications, computer and information services: 8.9%
 - Air transport: 4.7%
- American-owned firms play an important role in Denmark. The largest share of U.S. investments go to the software, information, and communications sectors. American firms are also notably present in business and financial services, pharmaceuticals, and offshore oil and gas exploration and production.
- The four main Nordics - Denmark, Finland, Norway, and Sweden – are advanced, high income, and highly connected countries. While each country has their own unique market and characteristics, there are certain synergies that tie together these highly innovative marketplaces. With an aggregate GDP of 1.47 USD trillion and combined population just shy of 27 million people, the Nordics are of genuine interest to a number of U.S. companies with products, technologies and services that are appropriate.

Market Challenges

- Even though Danish consumers are seen as early adopters of certain products, primarily high-tech products, a majority are also relatively conservative. They prefer to buy products that have already proven their technology and value.
- Danish companies believe in long-term relations. Companies that are in the market briefly to “make a fast buck” may find better opportunities in markets other than Denmark.
- Danish wages are high and personal taxes are among the highest in the world, but corporate taxation is among the lowest in the EU (22 percent in 2019).
- Denmark has decided not to participate in the Euro, but the Danish krone is pegged to the Euro with a very narrow band (2.25 percent) of Central Bank intervention rates. The government’s monetary and exchange rate policies, however, aim at price stability and building international confidence in a strong Danish economy. There is strong international confidence in the Danish economy and the krone.

Market Opportunities

- The import climate is open and receptive to U.S. products and investments. There are no significant trade barriers or regulations that U.S. firms need to take into consideration. Danish imports are very diversified, and many opportunities are available.
- The most promising sectors for market growth for U.S. non-agricultural companies in the coming year include: digital technologies and services, healthcare and life-science products and services, tourism services, renewable energy systems and offshore oil and gas field equipment. The most promising

agricultural export prospects are wine, forest products, feed (including pet food), fresh vegetables, and processed foods.

- U.S. companies are expected to maintain and expand their market share in the coming years. In high-technology areas such as information technology and medical equipment, U.S. companies are already market leaders and are expected to increase their lead.
- Denmark is an industrialized “value-added” country dependent on foreign supplies of most raw materials and semi-manufactured goods. It is a net exporter of oil and has more than one-third of the world’s wind technology turbine sales.
- Services are playing an increasingly important role in the economy. Communication and information technologies play a steadily growing role in the Danish/U.S. services trade. Other important service sectors include management consulting and financial services. Tourism is a growing market, as more than 330,000 Danes visit the United States each year.

Market Entry Strategy

- U.S. exporters seeking general export information and assistance or country-specific commercial information should consult their nearest Export Assistance Center or the U.S. Department of Commerce's website www.export.gov. Information about services offered by the U.S. Foreign Commercial Service in Denmark can be found at <https://www.trade.gov/denmark>

Other Areas in the Kingdom of Denmark

Greenland

- Greenland is a self-governing region within the Kingdom of Denmark, and geographically a part of the North American continent. Along with Denmark, Greenland was an EU member from 1973. In 1985, however, Greenland left the union and has not been a member since. The Greenlandic government is actively working to attract investments to Greenland to diversify the economy and integrate it into the world economy.
- Two-thirds of Greenland lies within the Arctic Circle, and its northern tip is less than 500 miles from the North Pole. Its land area is over 50 times that of Denmark but has the lowest population density in the world, with approximately 56,000 inhabitants (or 1/100th the population of mainland Denmark). Greenland can be reached by air from Denmark or Iceland. There are currently no direct commercial flights to or from the United States. Transportation infrastructure in Greenland is focused on air and sea, due to the climate and geography. Greenland has no railroads or roads to connect towns and settlements, and passengers and goods are transported between regions by sea or air only.
- Greenland’s status within the Kingdom of Denmark is outlined in the Self Rule Act (SRA) of 2009, which details the Greenlandic government’s right to assume a number of responsibilities from the Danish government, including the administration of justice, business and labor, aviation, immigration and border control, as well as financial regulation and supervision. Greenland has already acquired control over taxation, fisheries, internal labor negotiations, natural resources, and oversight of offshore labor, environment, and safety regulations. Denmark continues to have control over the Realm’s

foreign affairs, security, and defense policy, in consultation with Greenland and the Faroe Islands. Denmark also retains authority over border control issues, including immigration into Greenland. Denmark provides Greenland with an annual block grant of DKK 3.9 billion — roughly USD 585 million — that accounts for roughly 20 percent of Greenland’s GDP and more than half of the public budget.

- The Greenlandic government seeks to increase revenues by promoting greater development of fisheries, extractive resources, and tourism. Key initiatives include improving access to financing for new businesses and enhancing Greenland’s corporate tax competitiveness.
- Capital city Nuuk and Ilulissat, Greenland’s primary tourist destination, have seen extensive construction activity in recent years and the planned expansion of their respective airports will lead to further growth and facilitate expansion of tourism
- In the mineral extractives sector, two smaller mines (ruby and anorthosite) are in production. One company was granted an exploitation license to restart a gold mine in southern Greenland. Two other companies applied for permission to extract rare earth elements in southern Greenland. The resources in both projects are globally significant, and each would rank in the top five worldwide if they were developed.

The Faroe Islands

- The Faroe Islands have an open economy and multiple trade agreements with other countries. For more than two centuries the Faroese economy has relied on fisheries and related industries. Fisheries (including agriculture, hunting and forestry) account for 22 percent of domestic factor income in the Faroe Islands. About 94 percent of goods exports are fisheries. Salmon alone accounts for 42 percent of exports. As a non-EU member, the Faroe Islands continue to have open access to the Russian market despite Russia’s retaliatory trade embargo on certain food imports from the EU. This has allowed the Faroese to sell increased quantities of salmon to the Russian market at higher than normal prices, even while prices have dropped significantly in the European market.
- The Islands exported DKK 9,539.6 million (USD 1.43 billion) worth of goods in 2019, 93.7 percent of which were fish products, with the remainder being marine vessels, and aircraft resales. In recent years, construction, transportation, banking, and other financial services sectors have grown, and offshore oil and gas exploration is developing, though commercially viable finds have not been made. In 2019, the majority of goods exports went to Russia (23.4 percent), followed by Denmark (11.1 percent), the United States (10.1 percent) and the UK (9.1 percent). Goods imports totaled DKK 8,147.6 million (USD 1.222 billion) in 2019. Most imports came from Europe in 2019; 1.4 percent originated in the United States. Denmark provided 36.5 percent of imports, Germany 10.4 percent, Norway 7.5 percent, China 6.1 percent, and the Netherlands 5.2 percent. Imports consist of input to industry (Machinery and transport equipment, 30.1 percent, Mineral fuels, lubricants and related materials 15.4 percent), items for household consumption (Food and live animals 16.3 percent, Manufactured goods 25.1%).
- The Faroe Islands’ small, open, but non-diversified economy makes it highly vulnerable to changes in international markets. The Faroe Islands have full autonomy to set tax rates and fees, and to set levels of spending on the services they provide. Denmark upholds an annual block grant of DKK 642 million – roughly USD 96 million.

For more information about Greenland and the Faroe Islands, please go to the [Investment Climate Statement](#) website.

Leading Sectors for U.S. Exports & Investments

Renewable Energy Products

Overview

- Denmark has a long tradition of using renewable energy and has sought to increase its energy self-sufficiency since the global energy crisis in 1973. The first steps towards this new policy were investments in energy savings and the conversion of Danish power plants from oil to coal. Later, focus was on the development of oil and natural gas resources in the North Sea. The first subsidies for the construction and operation of wind turbines and biomass plants were introduced in 1981 and a string of energy agreements followed in the following decades, all with the purpose of increasing energy self-sufficiency and increasing production of renewable energy. Finally, in 1998, Denmark reached its goal and became a net exporter of energy. However, went back to being a net importer in 2013, and still is. As of 2018, Denmark produces about 85% of their electricity domestically.
- Energy savings are being pursued for environmental as well as commercial purposes, as they contribute to growth and business development while increasing security of energy supply. The Danish government has put forward an ambitious plan that 100 percent of Denmark's electricity and heat will come from renewable energy by 2035 and that, by 2050, the entire energy supply -- electricity, heat, industry and transportation -- will come from renewable energy sources.

Best Prospects/Services

- Concerns over global warming and energy security have placed renewable energy and CO₂ emissions reduction high on the Danish political agenda. Denmark maintains that energy technologies should be promoted through a combination of market mechanisms and political regulation. The government wishes to secure a future energy supply that is safe, reliable, environmentally friendly, and supports growth and competitiveness.
- Denmark has excellent wind resources, thanks to its flat terrain and proximity to the sea. Climate and hydrology allow high yields of biomass from agriculture even though land itself is a scarce resource due to the country's small size and relatively high population density. The long Danish coastline could allow wave energy to become important in the future. Additionally, use of photovoltaics and solar heating is increasing, though the cost effectiveness of these methods makes them not as attractive as they may be in more southern, sunny countries.
- Denmark's power system is presently characterized by combined heat and power (CHP) plants, that deliver heat to district heating systems, and a high proportion of wind power. 75% of all thermal energy in Denmark relies on CHP. The CHP plants are a combination of a few large plants fueled mainly by coal and natural gas, and a large number of distributed CHP plants using natural gas, biomass and municipal waste. Fuel for road transport is dominated by gasoline and diesel.
- According to Risø-DTU, the Danish National Laboratory for Sustainable Energy, the most important measures for achieving these results are:
 - Energy savings: Sustained annual energy consumption reductions (1–3 percent).
 - More efficient conventional vehicles and plug-in hybrid vehicles: Curbing growth in the road vehicle energy consumption is crucial to achieving CO₂ emission reduction targets, as the

transport sector is currently more than 90 percent reliant on fossil fuels. Using electricity from renewable sources as the fuel for plug-in hybrid electric vehicles also helps to better integrate renewable energy into the grid. Plug-in hybrid vehicles will help electric companies handle the variability and limited predictability of wind power in a cost-effective way.

- Wind power: Denmark already has significant experience with wind power, as well as good wind resources, so increasing the share of wind power is an obvious way to improve energy sustainability. Between 2010 and 2019, wind energy capacity increased by over 60 percent, largely due to expansion of offshore wind infrastructure. Most future expansion is also likely to be offshore. The power transmission grid must be reinforced to meet the needs of future offshore wind power plants. Planning permission for new overhead lines can be hard to obtain due to opposition from local communities. Underground and undersea cabling are alternatives.
- Biomass: Biomass is used to heat buildings, to supply process heat for industry, and in CHP plants. Denmark already has a large body of knowledge about the use of straw and wood pellets for CHP, making this technology attractive. The development of second-generation biofuel technologies could make biofuels a sensible choice for transport in the future.
- Flexibility: Handling large amounts of wind power, which fluctuates by nature, requires flexibility in both power consumption and other power generating technologies. There are many ways to do this, including heat pumps, flexible pricing mechanisms and appliances, and the use of electricity for transport.
- Infrastructure planning: Decisions such as where to build new transmission lines, where to upgrade existing lines, whether to use overhead or underground cables, and where to locate new wind farms can also help to support greater use of intermittent power sources such as wind.
- Energy markets: Energy markets are important for optimization of fuel and infrastructure use and to drive new investment to internalize externality costs connected with energy conversion. To take advantage of potential demand flexibility, future markets will need to be able to distribute price signals to end-users.

Best Prospects for U.S. companies

- Denmark is very advanced when it comes to utilizing energy saving products, but companies and private consumers are always on the lookout for new innovative products that can help cut costs and reduce carbon emissions.

Resources

- Danish Energy Agency (Energistyrelsen): <http://www.ens.dk/>
- Risø-DTU National Laboratory for Sustainable Energy - <http://www.risoe.dk/>
- Danish Wind Industry Association - <http://www.windpower.org/en/>
- Offshore - <http://www.offshoreenergy.dk/>

Digital services and technologies

Overview

- Denmark is a highly computerized society with a large and steady demand for state-of-the-art software and IT products. In 2019, Denmark ranked sixth out of 121 economies in the World Economic Forum's "[Networked Readiness](#)" Index.
- The Danish ICT sector is a USD 35 billion industry with a dominating focus on software development and services and little in-country manufacturing. U.S. hardware and software products are generally perceived as first-rate.
- New-To-Market companies will face serious competition from local, international and, often, long-established U.S. companies. In a market dominated by a few very large importers and distributors, such companies should be prepared to establish a wholly owned subsidiary or sales office in-country (or within the Nordic region).

Best Prospects

- Looking at IT spending by sectors reveals that the public sector is the largest consumer of IT services and accounts for 25-30 percent of total spending. The financial sector accounts for 15 percent, manufacturing 15 percent, retail & wholesale 10 percent, and other sectors the remaining 30-35 percent.
- According to industry analysts, mobility is the main focal point, while other top priorities of decision makers when investing in IT are currently: cyber security, business IT-alignment, unified communication, IT architecture, business intelligence, and outsourcing. Although Green IT is still an interesting and growing market, a proven money-saving aspect of such an investment is instrumental.

Opportunities

- Industry experts foresee considerable IT investments in the coming years within the financial sector, after a period of spending cutbacks. There is an ongoing trend in the public sector to coordinate government IT usage and create a national IT infrastructure, which among other things will raise internal IT efficiency as well as meet a growing demand for e-government and electronic services to businesses and the public. In particular, the healthcare sector is set to digitalize hospitals. Virtually all primary care physicians and nearly half of the hospitals already use electronic records, and officials are trying to encourage more "telemedicine" projects. Several studies, including one published by the Commonwealth Fund, concluded that the Danish Medical information system is the most efficient in the world, saving doctors on average of 50 minutes a day in administrative work. With ongoing building of 16 new hospitals by 2020, estimates are that health IT (EMRs and telemedicine solutions) will make up almost USD 3 billion out of a USD 7 billion total budget.
- Another growing area is the consolidation and outsourcing of datacenters. The increasing demand for greening requires efficient datacenter suppliers with knowhow and economies of scale. Total outsourced solutions are especially in demand within the public and private sector in Denmark. The small and medium-sized business segment is considered particularly lucrative as the 'lean' aspect of green IT is highly applicable in terms of consolidation, standardization and improving overall energy efficiency of the IT infrastructure and datacenter operations. Some firms within the Danish green IT sector, such as CSC, already employ a holistic view in their approach to green IT operations with datacenter operations combined with, for example, the reuse of excess heating.
- In part caused by the recent economic slowdown, outsourcing will continue to grow as a cost-saving instrument. Outsourcing has played a large role in recent cost-cutting efforts by the government and

large enterprises and is now becoming more common among small and medium-sized companies. A number of international outsourcing companies have successfully established themselves in Denmark recently.

- Due to the growth of cybercrime, the demand of cyber security solution has risen both within the public and private sector in Denmark.
- The Danish Center for Cyber Security is witnessing how the IT integrity of Danish governmental institutions and private companies are challenged, and that sensitive economic and personal data are being stolen. 51 percent of Danish firms have been subjected to some form of cybercrime within the last year (2019 fiscal year). In 2018, 49 percent of companies increased their spending on cyber security. Danish firms are expected to increase their cyber security budgets by 25 percent within the coming 18 months, while the Danish government has allocated 226 USD millions for investments in cyber security towards 2023.

Resources

- Danish Business Authority (responsible for IT and telecom infrastructure) - <http://www.dba.erhvervsstyrelsen.dk/telecom-and-spectrum>
- Danish Agency for Digitalization - <https://en.digst.dk/>
- The Danish IT Industry Association (industry association) - www.itb.dk
- [The Danish Agency for Digitization](#) – Danish Government digital solutions and guidelines
- [Danish Computer Security Incident Response Team \(DKCERT\)](#) - Danish Research Network
- For further information, please contact [Aleksander Moos](#), Commercial Specialist

Smart Cities

Overview

- In light of population growth, urbanization, and climate changes, public authorities and companies are focusing on mitigating global challenges by implementing sustainable, efficient, and citizen-centered solutions in growing urban environments. An approach that has gradually become more popular to develop more sustainable and efficient cities is the “Smart City” approach.
- Denmark is one of the leading European nations in working with Smart City initiatives. In particular, Copenhagen and Aarhus are far along in implementing these initiatives. The city of Copenhagen has especially emphasized on reducing CO₂ emissions and aims to be carbon-neutral by 2025. Copenhagen’s efforts to use data as a tool to create a greener city and higher quality of life for its citizens have also been acknowledged globally.
- The report [“Mapping Smart Cities in the EU”](#) indicates that Denmark is among the countries with the highest proportion of Smart Cities. More specifically, the report ranks Denmark as number one together with Sweden, Estonia, and Slovenia who have the largest share of major cities that can be characterized as Smart Cities.

Market Challenges

- Challenges are mainly related to competition and/or ability to find the right partner and mode of entry. Most legislation is governed at an EU level.

Market Opportunities

- As Danish cities are investing substantially in the years to come in intelligent lighting and transport systems, climate adaption, energy renovation and retrofitting, smart grid technology, and digitalization of social and health care services, Denmark will account for a share of this market. Denmark is an ideal place to test Smart City Solutions.

Market Entry Strategy

- One way for U.S. firms to enter the market is to establish partnerships with public authorities, research institutions and other organizations that work with Smart City solutions. Unless a significant local presence is established, finding a strong local partner with the right network and access to decision makers is a must. The first step would be to become part of a Smart City project or pilot. For instance, [Cisco](#) and [Hitachi](#) have established partnerships with the city of Copenhagen. Copenhagen’s partnership with [Hitachi](#) entailed that the company can use the city as a Big Data laboratory.

Resources

- Copenhagen Solutions Lab (City of Copenhagen) initiative: <http://cphsolutionslab.dk/>
- State of Green: <https://stateofgreen.com/en>
- CLEAN (formerly Copenhagen Cleantech Cluster): <http://www.cleancluster.dk>
- Sustainia: <https://sustainiaworld.com/>
- For further information, please contact [Aleksander Moos](#), Commercial Specialist

Healthcare and lifescience products and services

Overview

- The Danish-Swedish life science cluster ‘Medicon Valley’ is home to more than 60 percent of Scandinavia’s pharmaceutical industry. The region hosts nine life science universities, seven science parks, 6,000 Ph.D. students, as well as 14,600 dedicated life sciences researchers. Denmark has strong expertise in the areas of diabetes, cancer, cardiovascular diseases, central nervous system diseases, inflammatory diseases, and allergies. The Danish medical technology market has grown rapidly over recent years and continues to grow (4-6 percent per year). The market for medical technology is currently estimated to USD 10 billion, equal 1.3 percent of total GDP.
- The government is the largest purchaser of health care equipment in Denmark, accounting for 85 percent of total health care. Five regional authorities maintain the operations of the state-run medical facilities and hospitals. 98 municipalities / local authorities oversee preventive care and rehabilitation and responsible for nursing homes and the home care segment. Municipalities are authorized to make their own purchases, but there is also a national collaboration on procurement led by the Ministry of Finance and the National Association of Local Authorities, called [SKI](#) (in English: National Procurement Ltd. Denmark). General Practitioners run as independent businesses but are reimbursed by the government. Dentists are only partly reimbursed, and Danes pay for most dental service out of their own pockets. Danish dentists buy their inventory at the annual [SCANDEFA](#) trade show or through 3-5 main wholesalers. They also travel to [GNYDM](#) and [ADA](#) in the U.S. and elsewhere. Other purchasers of medical technology are private hospitals and individuals.
- Denmark has the highest per capita production of medical technology in the world. Annually, Danish medical technology companies develop, manufacture, and market products worth more than USD 9 billion (of which more than 95 percent is exported). Hearing devices alone make up 30 percent of the market. Still, American medical technology has a fair market share and more than 100 local distributors are dedicated to representing foreign products in the Danish or entire Nordic market. They typically attend Medica.

Best Prospects

- Whether interested in establishing research facilities, supplying life science products, engaging in strategic alliances/joint ventures, or looking for investment opportunities overseas, U.S. companies can find lucrative opportunities in Denmark.
- There are good prospects for conducting clinical trials in Denmark. The many well-established Contract Research Organizations with expertise in setting up and conducting trials at all stages (from pre-clinical through phase III), the ample hospital capacity, and well-registered patient population ensure an excellent climate for companies wishing to engage in clinical trials. Preventive care and health promotion have been given an increasingly high priority in Denmark and increases in public expenditure on medical technology are evident. While innovative technologies remain in great demand, cost efficiency is also of high priority as well as any technology that allows for treatment and monitoring outside of the hospitals. Denmark ranks high in technological readiness, which should encourage U.S. companies to pursue the market.

Opportunities

- Currently, the greatest opportunities lie within new hospital buildings. Denmark will build 16 new hospitals, including 8 super hospitals, and with a budget of USD 7 billion, investments in the best medical technology can be expected.

- A potential opportunity during the restructuring is that government policy supports the patient's right to obtain treatment within a three-month timeframe (by offering patients the right to choose a hospital for treatment or to receive private treatment should the waiting list be too long). This “relaxation” of patient treatment may boost private healthcare practices and give further rise to this sales channel.
- An overview of all companies operating in the life sciences space can be found [here](#).

Resources

- Ministry of Health – www.sum.dk
- The National Board of Health – www.sst.dk
- The Danish Medicines Agency – www.dkma.dk + www.medicaldevices.dk
- National Institute of Public Health – www.niph.dk
- The National Serum Institute – <http://www.ssi.dk/sw379.asp>
- Danish Regions – www.regioner.dk
- The National Association of Local Authorities – www.kl.dk/
- SKI (National Procurement Ltd. Denmark) – www.ski.dk
- Medicoindustrien (industry association) – www.medicoindustrien.dk
- The National Board of Social Services (incl. rehab) – www.socialstyrelsen.dk
- The Danish Rehabilitation Group (industry association) – www.rehabgroup.dk
- For further information, please contact [Maria Norsk](#), Commercial Specialist

Travel and Tourism Services

Prior to COVID-19, travel and tourism was traditionally a best prospect industry sector in Denmark. However, in 2020 the sector was severely impacted by COVID-19. Visitor arrivals from Denmark to the United States in January and February 2020 were on par with arrivals in 2019. But in March arrivals dropped dramatically and has in time of writing not recovered (September, 2020). Please read CBP's COVID-19 updates. For the latest information on DHS's response efforts, visit [DHS.gov/coronavirus](https://www.dhs.gov/coronavirus).

Overview

- The United States is the favorite long-haul destination for Danish travelers and an increasing number of Danes travel to the U.S. every year. They stay longer (17.5 nights) and spend more per trip (around DKK 2300 or USD 345 per day) than the average international visitor and make up a highly attractive segment for American suppliers. A visionary and powerful [Discover America](#) Committee was formed in Denmark in 2016, clearing the way for better access to the Danish market place, just as closer Discover America Nordic cooperation ensures the opportunity for Nordic-wide marketing activities and business ventures. In 2018, more than 330,000 Danes traveled to the U.S, equivalent to 5.8 percent of all Danish travelers. They also picked to have at least 4 overnight stays. Individuals who travelled from the Nordic region (Denmark, Sweden, Norway, Iceland, and the Baltic states) to America surpassed 1.4 million in 2016, as well as in the two following years. The Nordic region is the fourth largest region in Europe that travels to the U.S.

Market Demand

- Despite being a mature market, the Nordic countries continue to show impressive growth rates and with 5-6 weeks of annual paid vacation, demand for travel continues to be high. The region is the fourth largest European market for inbound travel to the U.S. and it is expected that the number will increase. Despite a minor decrease in 2016, tourism from Denmark to the U.S. has continuously increased since 2002. Compared to other markets, the Nordic region has one of the highest per capita travel rates to the United States at 3.9 percent out of a population of 27 million.

Best Prospects

- California, Florida, and New York City, locally called the “Big Three,” are still the most popular destinations when Danes visit the U.S. Over a period of years, the U.S. has grown to become the most popular overseas destination for Danish tourists. Many travelers are now repeat visitors. Whereas first- and second-time visitors tend to choose one of the “Big Three” destinations, return visitors are becoming increasingly adventurous and willing to explore new regions. Fly/drive packages are increasingly popular, and California's State Highway 1 is the top route for many “road trippers.” Danes are becoming more eager to go in-country and explore “the real America.”
- Fly/drive packages that combine airfare, hotel bookings, and car rental are among the most popular travel bookings through Danish tour operators. Road trips have become a very popular way for Danish travelers to experience the diversity of the United States. Consequently, operators are now offering more individualized packages, such as Harley Davidson packages and motor home vacations.
- Shopping still tops the list of leisure activities when Danish travelers visit the United States and short city-breaks have grown ever more popular due to the fairly inexpensive airfare. The most popular shopping destinations for Danish travelers are New York City, San Francisco, Washington D.C., Boston, Seattle, Chicago, Miami, and Los Angeles.
- U.S. Commercial Service Copenhagen can assist American suppliers or marketing entities with guidance to ensure a successful market entry into Denmark and the Nordic Region.

Resources

- The Danish chapter of Discover America was re-launched in 2011 with significant innovations. A new board of executives is pursuing new goals and initiatives to promote tourism to the U.S., in line with the long-term aims of the 30 members of Discover America. Discover America Denmark has established a professional secretariat with a managing director to ensure high quality member service and to expand the activities of the organization.
- The board consists of key executives from the airline; airports; tour operators; travel agents; corporate; and meetings, incentives, conferencing, and exhibitions (MICE) industries.
- Discover America Denmark: www.discoveramerica.dk
- More information, please contact [Patrycja Dahl](#), Commercial Specialist

Agricultural Sector

Overview

- Denmark is the only country in the Nordic-Baltic region with a net export of agricultural products, producing three times the amount of food it needs for self-sufficiency. However, there are areas where demand exceeds the supply. Denmark's main annual agricultural imports from the U.S. are fish and seafood (USD 77 million), fruits and vegetables (USD 38 million), and livestock fodder (USD 20 million). It is a net importer of these from the U.S, but is an overall net exporter to the U.S.
- Bilateral agricultural trade between the United States and the EU totaled more than USD 38 billion in 2019, making the EU the fourth largest export market for U.S. agricultural products after Canada, China, and Mexico. For the nineteenth year in a row, the U.S. has run a trade deficit in agriculture with the EU with a gap of USD 13.9 billion in 2019. In 2019, the main U.S. products exported to the EU by value were soybeans (USD 3.1 billion), tree nuts (USD 2.8 billion), wine and beer (USD 563 million), and processed food (USD 555 million).
- Global branding and further integration of European markets is continuing to produce a more homogeneous food and drink market in Europe, although significant national differences in consumption remain. Nevertheless, certain common trends are evident throughout the EU: demand for greater convenience, increased openness to non-traditional foods, and a growing interest in health foods, organics, and niche markets. For a thorough analysis of what commodities and products offer the best opportunities, access [FAS/USEU](#) and consult Brussels' and the individual [Member States' Food and Agricultural Import Regulation and Standards \(FAIRS\) Reports](#).
- [FAIRS Certification Report](#)
- [Agricultural Documentation](#)
 - Phytosanitary Certificates: Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.
- [Sanitary Certificates](#)
 - For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, pharmaceutical use, or non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). Most of these certificates are uniform throughout the EU, but the harmonization process is still ongoing. Most recently, certificates for a series of highly processed products including chondroitin sulphate, hyaluronic acid, hydrolyzed cartilage products, chitosan, glucosamine, rennet, isinglass and amino acids have been harmonized. In addition to the legally required EU health certificates, several other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes. Up-to-date information on harmonized import documentation can be found at the following website: [FAIRS Export Certificate Report](#).
- [Agricultural Standards](#)
 - The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades. The general principles of EU food law were established by a regulation in 2002. This regulation introduced mandatory traceability throughout the feed and food chain as

of January 1, 2005. For specific information on agricultural standards, please refer to the [Foreign Agricultural Service's website](#).

- There are also export guides to import regulations and standards available on the [Foreign Agricultural Service's website](#).

Best Prospects

- Organic Products
 - Although most organic products produced and sold in Denmark are dairy products and vegetables, the demand for all kinds of organic products is increasing rapidly. These products include beverages (including tea, coffee, wine, and beer), meat, condiments (including honey and jam), fruit and vegetables, juices, baby food, raisins, rice, nuts, and all prepared foods. Imports from the U.S. amount to only USD 1.6 million while imports from South America are at USD 9.3 million.
- Non-conifer Wood, Sawn
 - Most of Denmark's wood trade is with neighboring countries such as Norway, Sweden, and Germany. For soft wood logs and lumber, the U.S. market position is especially strong and could be expanded, as could hardwood for furniture and floor manufacturing.
- Wines
 - The U.S. market share has increased considerably for wine in comparison to one decade ago. U.S. wine is now well-recognized and even though the market faced a slight decline during the financial crisis, it is expected to increase during the next couple of years. Smaller importers are constantly looking for suppliers of small quantities and larger importers are constantly looking for exporters who can supply amounts of about 250,000 liters/year. Currently, many "up-market" smaller producers are selling their wines in Denmark along with the larger producers; each has found a market here.
- Fruit and vegetables
 - Danish fruit and vegetable suppliers are not able to cover the growing demand in Denmark and the market is constantly looking for new suppliers. In 2018, the U.S. exported 224 million DKK (USD 33.6 million) worth of fruits and vegetables to Denmark.
- Beer
 - Specialty stores and specialty sections in supermarkets are growing, especially for craft beer from small, independent, and traditional beer producers.
- Cod
 - With steadily and quickly decreasing catch quotas for cod in Denmark and the rest of the EU, demand for imports into Denmark for cod and other ground fish for export to all EU unsaturated markets is dramatically increasing. In 2018, the U.S. exported seafood to Denmark worth 360 million DKK (USD 54 million).

Customs, Regulations & Standards

Trade Barriers

- Information on agricultural trade barriers can be found at the following website: [Foreign Agricultural Service](#)
- To report existing or new trade barriers and get assistance in removing them, contact either the [Trade Compliance Center](#) or the [U.S. Mission to the European Union](#)
- For information on existing trade barriers, please see the [National Trade Estimate Report on Foreign Trade Barriers](#) published by USTR.
- International Trade Administration
 - Enforcement and Compliance
(202) 482-0063
ECCcommunications@trade.gov
 - <http://trade.gov/enforcement/>

Import Tariff

- Denmark has historically maintained a no-barrier policy and is often in the lead in the international fight against non-tariff barriers. Denmark is a member of the European Union and has the best record of all EU countries regarding implementation of Single Market directives. Denmark applies no unilateral trade barriers against the United States. The EU's common external duty tariffs apply to all products entering from non-EU countries, including the United States. Duties on imported goods typically vary from 5 percent to 14 percent on industrial goods depending on the economic sensitivity and description of the good. Once goods have cleared customs in one EU country, they may circulate freely within the Union. A Value-Added-Tax (VAT) of 25 percent is applied on a non-discriminatory basis to all goods (and almost all services) sold in Denmark, whether imported or locally produced.
- As a consequence of Denmark's membership in the EU, certain agricultural products imported from non-EU countries are governed by the Common Agricultural Policy (CAP). Duties on these items -- which include cereal grains, rice, milk products, beef and veal, oil, seeds, and sugar -- are supplemented with a system of variable levies or other charges. The purpose of these charges is to equalize prices of imported commodities with those produced within the EU.
- When products enter the EU, they need to be declared to customs according to their classification in the Combined Nomenclature (CN). The CN document is updated and published every year, and the latest version can be found on the [European Commission's website](#).
- U.S. exports to the European Union enjoy an average tariff of just three percent. All the same, U.S. exporters should consult "The Integrated Tariff of the Community," referred to as TARIC (Tarif Intégré de la Communauté), to identify the various rules which apply to specific products being imported into the customs territory of the EU. To determine if a license is required for a particular product, check the TARIC.
- The TARIC can be searched by country of origin, Harmonized System (HS) Code, and product description on the interactive website of the Directorate-General for Taxation and the Customs Union. The online TARIC is updated daily.
- Key Link: [TARIC](#)

Import Requirements & Documentation

- The TARIC (Tarif Intégré de la Communauté), described above, is available to help determine if a license is required for a particular product. Moreover, the European Commission maintains an export helpdesk with information on import restrictions of various products. [Import Restrictions on Agricultural Products](#)
- Many EU Member States maintain their own list of goods subject to import licensing. For example, Germany's "Import List" (Einfuhrliste) includes goods for which licenses are required, their code numbers, any applicable restrictions, and the agency that will issue the relevant license. The Import List also indicates whether the license is required under German or EU law.
- For information relevant to member state import licenses, please consult the relevant member state Country Commercial Guide: EU Member States' Country Commercial Guides [EU Member States' Country Commercial Guides](#) or conduct a search on the Commerce Department's Market Research Library, available from: [Market Intelligence](#).
- Import Documentation
 - The Single Administrative Document
 - The official model for written declarations to customs is the Single Administrative Document (SAD). The SAD describes goods and their movement around the world and is essential for trade outside the EU or trade of non-EU goods. Goods brought into the EU customs territory are, from the time of their entry, subject to customs supervision until customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.
 - The Summary Declaration is filed by:
 - The person or entity who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
 - the person in whose name the person referred to above acted.
 - The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official document that contains the specific information required to identify the goods. The SAD serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU Member States. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent. For more information on the Summary Declaration, please refer to the European Commission's page about [import procedures](#).
 - The Single Administrative Document (SAD) serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU member states. The declaration is made by whoever is clearing the goods, normally the importer of record or their agent. More information on the SAD can be found at the [European Commission's website](#).
 - European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Council Regulation (EEC) No. 2454/93, which lays down provisions for the implementation

of the Community Customs Code (Articles 205 through 221). Articles 222 through 224 provide for computerized customs declarations and Articles 225 through 229 provide for oral declarations.

- [EU Customs Code](#)
 - The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions went into effect on 1 May 2016. The transition period is set to end on the last day of 2020, but the European Commission has proposed an extension to the transitional period. If this proposal is successful, the transition period would continue into 2025. UCC has replaced the Community Customs Code (CCC). In addition to the UCC, the European Commission published delegated and implementing regulations on the actual procedural changes.
- Economic Operator Registration and Identification (EORI)
 - Since July 1, 2009, all companies established outside of the EU are required to have an EORI number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. An EORI number must be formally requested from the customs authorities of the specific member state to which the company first exports. Member state customs authorities may request additional documents to be submitted alongside a formal request for an EORI number. Once a company has received an EORI number, it can use it for exports to any of the 28 EU Member States. There is no single format for the EORI number. Once an operator holds an EORI number s/he can request the Authorized Economic Operator (AEO: see below under “MRA”) status, which can give quicker access to certain simplified customs procedures.
 - More information about the EORI number can be found at [Economic Operator Identification and Registration](#)
- U.S. - EU Agreement on Customs Cooperation and Mutual Assistance in Customs Matters
 - Since 1997, the U.S. and the EU have had a Customs Cooperation and Mutual Assistance in Customs Matters Agreement (CMAA). For additional information, please see [Agreements with the United States](#)
 - In 2012, the United States and the EU signed a Decision recognizing the compatibility of AEO (Authorized Economic Operator) and C-TPAT (Customs-Trade Partnership Against Terrorism), thereby facilitating faster and more secure trade between U.S. and EU operators. The World Customs Organization (WCO) SAFE Framework of Standards provides the global standard for AEO. AEO certification is issued by a national customs authority and is recognized by all Member States’ customs agencies. As of April 17, 2017, an AEO can consist of three types of authorization: “customs simplification,” “security and safety,” or a combination of the two, also known as full authorization. “Customs simplification” allows for an AEO to benefit from simplification related to customs legislation, while “security and safety” allows for facilitation through security and safety procedures. Shipping to a trader with AEO status could facilitate an exporter’s trade as its benefits include expedited processing of shipments, reduced theft/losses, reduced data requirements, lower inspection costs, and enhanced loyalty and recognition. Under the revised Union Customs Code, in order for an operator to

make use of certain customs simplifications, the authorization of AEO becomes mandatory.

- The United States and the EU recognize each other's security certified operators and will take the respective membership status of certified trusted traders favorably into account to the extent possible. The favorable treatment provided by the Decision will result in lower costs, simplified procedures and greater predictability for transatlantic business activities. It officially recognizes the compatibility of AEO and C-TPAT programs, thereby facilitating faster and more secure trade between U.S. and EU operators. The Decision was originally signed in May 2012 and was implemented in two phases. The first commenced in July 2012 with U.S. Customs and Border Protection (CBP) placing shipments coming from EU AEO members into a lower risk category. The second phase took place in early 2013, with the EU re-classifying shipments coming from C-TPAT members into a lower risk category. CBP identification numbers for foreign manufacturers (MID) are therefore recognized by customs authorities in the EU, as per Implementing Regulation 58/2013 (which amends EU Regulation 2454/93 cited above).
- [Additional Information on the Decision](#)

- Introduction

- A key EU priority is to ensuring products marketed in the region are safe for the environment and human health. U.S. manufacturers exporting to the European Union need to ensure their products meet these requirements to enter the market.
- New Initiatives: Sustainability, Circular Economy & Plastics Strategy
 - On January 16, 2018, the European Commission published what is arguably the most important measure towards implementing the circular economy. On that day it adopted a strategy document entitled "A European Strategy for Plastics in a Circular Economy." The strategy acknowledges that plastics have a positive and negative impact on the environment, while calling for voluntary and regulatory measures aimed at mitigating the environmental harm caused by plastics. These measures address marine litter caused by the shipping industry; measures addressing the chemical composition of plastics to encourage recycling; potential regulation on single use plastics; and funding for the development of chemical and mechanical recycling.
 - As part of her five-year action plan, current European Commission president Ursula von der Leyen took the 2014 "Towards a circular economy: A zero waste program for Europe" one step further with the 2019 "European Green Deal." This plan set out objectives for the reduction of plastic pollution, decarbonization of energy-intensive industries, expansion of green energy infrastructure, mobilization of the private sector in favor of sustainable consumer products, accelerating and expanding the shift to smart mobility, constructing an eco-friendly food system, preventing deforestation, and preserving and restoring biodiverse ecosystems, among other ambitious goals. To facilitate this green transition, the Commission created the "Just Transition Mechanism" (JTM). The Mechanism will provide at least EUR 150 billion (approximately USD 179 billion) to alleviate socioeconomic impacts of the transition in areas that will have greatest challenges attaining the goals set out in the European Green Deal.

- Batteries
 - The [EU Battery Directive](#) adopted in 2006 applies to all batteries and accumulators placed on the EU market. This includes automotive, industrial and portable batteries. The Directive seeks to protect the environment by restricting the sale of batteries and accumulators that contain mercury or cadmium (with an exemption for emergency and alarm systems, medical equipment and cordless power tools) and by promoting a high level of collection and recycling. It places the responsibility on producers to finance the costs associated with the collection, treatment, and recycling of used batteries and accumulators. The Directive also includes provisions on the labeling of batteries and their removability from equipment. The European Commission publishes a FAQ document to assist interested parties in interpreting its provisions.
- Registration, Evaluation and Authorization and Restriction of Chemicals (REACH)
 - REACH applies to all chemicals manufactured or imported into the EU in quantities exceeding one metric ton. The regulation entered into force in 2007 (Regulation 1907/2006) and touches virtually every industrial sector, from automobiles to textiles. REACH imposes a registration obligation on all entities affected by the one metric ton criteria by May 31, 2018. The European Chemicals Agency (ECHA) is the agency responsible for receiving and ensuring the completeness of such registrations. U.S. companies without a presence in Europe need to rely on an EU-based partner, typically either an importer or a specialized ‘Only Representative’.
 - In addition to the registration requirement, U.S. exporters should carefully review the REACH ‘Candidate List’ of Substances of Very High Concern (SVHCs) and the ‘Authorization List’. Under certain conditions, substances on the Candidate List are subject to communication requirements prior to their export to the EU. Companies seeking to export chemicals on the ‘Authorization List’ will require an authorization. [Candidate List](#).
 - [The Authorization List](#)
- [Waste Electrical and Electronic Equipment \(WEEE\) Directive](#)
 - EU rules on WEEE, while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. The Directive requires U.S. exporters to register relevant products with a national WEEE authority or arrange for this to be done by a local partner. It also requires manufacturers to inform the consumer that their product should be recycled by including the “crossed out wheellie-bin” symbol on the product or with the packaging. See the section entitled “Mandatory Marks and Labels” for more information.
 - The WEEE Directive was revised on July 4, 2012 and the scope of products covered was expanded to include all electrical and electronic equipment.
- [Restriction on Hazardous Substances RoHS \(RoHS\)](#)
 - The ROHS Directive imposes restrictions on the use of certain chemicals in electrical and electronic equipment. It does not require specific customs or import paperwork, however, manufacturers must self-certify that their products are compliant and affix a “CE” mark. (See the section entitled “Mandatory Marks and Labels” for more information.) The 2011 revisions to the ROHS Directive significantly expanded the scope of covered products.

- [Cosmetics Regulations](#)
 - The EU legislation harmonizing the regulation of cosmetic products has applied since July 11, 2013. The most controversial element of the regulation was the introduction of an EU-wide system for the notification of cosmetic products to the European Commission prior to their placement on the EU market. Only an EU-established entity may submit such a notification. Therefore, U.S. exporters must either retain a “Responsible Person” as defined by the legislation to act on their behalf, rely on the entity responsible for the import of their product into the EU, or establish a presence in an EU Member State.
- [Agricultural Documentation](#)
 - Phytosanitary Certificates: Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials, including wood and wooden packaging materials.
 - Sanitary Certificates: For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, for pharmaceutical use, or strictly for non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these certificates are uniform throughout the EU, but the harmonization process is still ongoing. Most recently, certificates for a series of highly processed products including chondroitin sulphate, hyaluronic acid, hydrolyzed cartilage products, chitosan, glucosamine, rennet, isinglass and amino acids are being harmonized. Until harmonization is finalized, certain member state import requirements continue to apply. In addition to the legally required EU health certificates, several other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes.
 - Sanitary Certificates (Fisheries)
 - In April 2006, the European Union declared the U.S. seafood inspection system to be equivalent to the European one. Consequently, a specific public health certificate must accompany U.S. seafood shipments. The U.S. fishery product sanitary certificate is a combination of Commission Decision 2006/199/EC for the public health attestation and of Regulation 1012/2012 for the general template and animal health attestation. Unlike for fishery products, the U.S. shellfish sanitation system is not equivalent to that of the EU’s. The EU and the United States are currently negotiating a veterinary equivalency agreement on shellfish. In the meantime, the EU still has a ban in place (since July 1, 2010), that prohibits the import of U.S. bivalve mollusks, in whatever form, into EU territory. This ban does not apply to wild roe-off scallops.
 - Since June 2009, the only U.S. competent authority for issuing sanitary certificates for fishery and aquaculture products is the U.S. Department of Commerce, National Marine Fisheries Service (NOAA-NMFS).
 - In addition to sanitary certificates, all third countries wishing to export fishery products to the EU are requested to provide a catch certificate. This

catch certificate certifies that the products in question have been caught legally.

- For detailed information on import documentation for seafood, please contact the NOAA Fisheries office at the U.S. Mission to the EU (stephane.vrignaud@trade.gov) or visit the following [NOAA dedicated website](#).

Value Added Tax (VAT)

- The EU's VAT system is semi-harmonized. While the guidelines are set out at the EU level, the implementation of VAT policy is the prerogative of Member States. The EU VAT Directive allows Member States to apply a minimum 15 percent VAT rate. They may, however, apply reduced rates for specific goods and services or temporary derogations. Therefore, the examination of VAT rates by Member State is strongly recommended. These and other rules are laid out in the [VAT Directive](#).
- The EU applies Value Added Tax (VAT) to sales by non-EU based companies of Electronically Supplied Services (ESS) to EU-based non-business customers. U.S. companies that are covered by the rule must collect and submit VAT to EU tax authorities. From 1 January 2015, all supplies of telecommunications, broadcasting and electronic services are taxable at the place where the customer resides. In the case of businesses this means either the country where it is registered or the country where it has fixed premises receiving the service. In the case of consumers, it is where they are registered, have their permanent address, or usually live.
- As part of the legislative changes of 2015, the Commission launched the Mini One Stop Shop (MOSS) scheme, the use of which is optional. It is meant to facilitate the sales of ESS from taxable to non-taxable persons (B2C) located in Member States in which the sellers do not have an establishment to account for the VAT.
- This plan allows taxable persons (sellers) to avoid registering in each Member State of consumption. A taxable person who is registered for the Mini One Stop Shop in a Member State (the Member State of Identification) can electronically submit quarterly Mini One Stop Shop VAT returns detailing supplies of ESS to non-taxable persons in other Member States (the Member State(s) of consumption), along with the VAT due.
- The most important pieces of legislation on VAT are the [EU VAT Directive 2006/112/EC](#) and its [Implementing Regulation 282/2011](#).
- Further information relating to VAT on ESS:
 - http://ec.europa.eu/taxation_customs/taxation/vat/how_vat_works/telecom/index_en.htm#onestopshop

Labeling/Marking Requirements

- The marking and labeling requirements for products sold in Denmark are numerous and vary from product to product. The requirements may stem from either Danish or EU laws and regulations. For the exporter to comply, the assistance of the Danish importer is essential.
- As a general rule, consumer products must be labeled in Danish or in a language that differs from Danish only slightly in spelling. As a practical matter, this means Norwegian and, in some instances, Swedish. Certain products must be marked clearly with the country of origin. In some cases, the

importer may do the marking following arrival of the goods in Denmark. Weights and measures must be stated in the metric system.

- Labels and marking must accurately describe the contents of packages. The responsibility for compliance with Denmark's marking and labeling regulations falls on the importer. Exporters, however, should carefully follow importers' instructions. Failure to do so can cause customs delays and extra expenses which may harm future business.

U.S. Export Controls

- Denmark's export controls comply with EU regulations covering four regimes: Nuclear Suppliers Group; Wassenaar (general products), Missile Technology Control Regime and the Australia Group (chemicals). In 2001, Denmark implemented a new export control system for dual-use products modeled on the U.K. export control compliance code.
- Key link and more information: [Danish Business Authority](#)
- The U.S. Department of Commerce's Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and re-export of some commercial items, including "production" and "development" technology.
- The items that BIS regulates are often referred to as "dual use" since they have both commercial and military applications. Further information on export controls is available at: [BIS Exporting Controls and BIS Enforcement](#)
- BIS has developed a list of "red flags," or warning signs, intended to discover possible violations of the EAR. The list can be found in the "[Know Your Customer](#)" guidance document.
- If there is reason to believe a violation is taking place or has occurred, report it to the Department of Commerce by calling the 24-hour hotline at +1(800) 424-2980, or via the confidential lead page at: [BIS Reporting Violations](#)
- The EAR does not control all goods, services, and technologies. Other U.S. government agencies regulate more specialized exports. For example, the U.S. Department of State has authority over defense articles and services. A list of other agencies involved in export control can be found on the [BIS website](#).

Temporary Entry

- Most foreign businesses needing to export temporarily into Denmark choose to do so by using an ATA Carnet. The United States Council for International Business (USCIB) is the National Guaranteeing Association for ATA and TECRO/AIT Carnets in the U.S. In Denmark the National Guaranteeing Association is the Danish Chamber of Commerce, Borsen, Slotsholmgade 1-3, DK, 1217 Copenhagen K, Denmark. Tel: +45 33-746000 or +45 33-33746080.
- Specific information on the ATA Carnet customs procedure used for temporary importation, transit and temporary admission of goods designed for specific purposes, duty-free and tax-free (such as professional equipment for presentations or trade fairs, for example) can be found here: [ATA Carnet](#)

Prohibited & Restricted Imports

- The Tarif Intégré de la Communauté (TARIC) is designed to show various rules applying to specific products being imported into the customs territory of the EU or, in some cases, when exported from it.

To determine if a product is prohibited or subject to restriction, check the TARIC for the following codes:

- *CITES Convention on International Trade of Endangered Species*
- *PROHI Import Suspension*
- *RSTR Import Restriction*
- For information on how to access the TARIC, see the Import Requirements and Documentation Section.
- Key Link: [Taxation Customs and Tariffs](#)

Customs Regulations

- Customs procedures, including the classification and valuation of imported goods entering Denmark, are governed by EU rules. For information on import duties and tariffs, U.S. exporters may contact the Danish Customs Office listed below:

Central Customs and Tax Administration

Sluseholmen 8B,

DK-2450 København

Danmark

<http://www.skat.dk/>

Tel: +45 72-221818

- The following provides information on major regulatory efforts of the EC Taxation and Customs Union Directorate:
- The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions apply from 1 May 2016. It replaces the Community Customs Code (CCC). In addition to the UCC, the European Commission has published delegated and implementing regulations on the actual procedural changes. These are included in Delegated Regulation (EU) 2015/2446, Delegated Regulation (EU) 2016/341 and the Implementing Regulation (EU) 2015/2447.
- There are a number of changes in the revised customs policy which also require an integrated IT system from the customs authorities. In April 2016, the European Commission published an implementing decision (number: 2016/578) on the work program relating to the development and deployment of the electronic systems of the UCC. The EC continues to evaluate the timeline by which the EU-wide integration of the customs IT system can be implemented. The current deadline of December 2020 may be extended until 2025 ([draft proposal](#))
- Key Link: [Homepage of Customs and Taxation Union Directorate \(TAXUD\) Website](#)
- Customs Valuation – Most customs duties and value added tax (VAT) are expressed as a percentage of the value of goods being declared for importation. Thus, it is necessary to dispose of a standard set of rules for establishing the goods' value, which will then serve for calculating the customs duty.
- Given the magnitude of EU imports every year, it is important that the value of such commerce is accurately measured for the purposes of:
 - economic and commercial policy analysis;
 - application of commercial policy measures;
 - proper collection of import duties and taxes; and
 - import and export statistics.
- These objectives are met using a single instrument - the rules on customs value.
- The EU applies an internationally accepted concept of '[customs value](#)'.
- The value of imported goods is one of three 'elements of taxation' that provides the basis for assessment of the customs debt, which is the technical term for the amount of duty that has to be paid, the other ones being the origin of the goods and the customs tariff.

- Key Link: [Customs Procedures](#)

Trade Agreements

- Denmark is a full member of the EU and the W.T.O.
- For a list of trade agreements with the EU and its Member States, as well as concise explanations, please see [EU Trade Agreements](#).

Selling US Products and Services

Distribution & Sales Channels

- Methods of distribution in Denmark vary with the type of product. Capital goods, commodities and industrial raw materials are most often handled by non-stocking sales agents. Specialized and high-technology products are frequently sold through fully owned subsidiaries of which there are about 400. These represent a substantial portion of U.S. corporate sales of products and services in Denmark. Consumer goods are usually sold through importing agents and distributors but are increasingly being imported directly by major retail and department stores. The non-food retail trade is dominated by chain stores.
- The Danish food retail sector is dominated by two large retail chains (COOP and Salling Group) which account for nearly 70 percent of the total food retail market. These have substantial in-house wholesale and import divisions. There are about 30 significant independent food product importers in Denmark.

eCommerce

- E-commerce has been and continues to be a growing market in Denmark. The Danish e-commerce market have successfully applied domestic trends into practice by improving online shops on tablets and smartphones, expanded pick-up options and optimized and recognized issues through big data.
- As part of the European Union, Denmark is part of the legal framework which includes a single taxation system as well as a demand on improving security, in the shape of privacy shield.
- In mid-2019, 99 percent of the population aged 15 years or more used the internet, 70 percent of Danes shopped online, and in 2016, e-commerce had a 20 percent share of private Danish consumption. The largest e-commerce markets are travels, clothing, media and entertainment, shoes and lifestyle, and information technology. The average spending per e-shopper was USD 3,320 in 2015, and from 2016 to 2017 ecommerce had gone up by DKK 13.9 billion (USD 2.08 billion).
- Smartphone-owners purchases more frequently, but not through the mobile phone. M-commerce is growing, but the largest turnover is still from PC and tablet users. Owners of smartphones and tablets purchases online more frequently than other users. Dankort and Visa/Dankort are the most widely used payment systems with approx. 85 percent of the online purchases. MasterCard/Eurocard is used in 10 percent of all purchases, but we see a quick uptake with the introduction of app-based payment systems, such as Danske Bank's "MobilePay".
- The upcoming launch of Amazon in the Nordic countries will most likely enhance the B2C e-commerce in the following years. US sales channels will benefit through this expansion by getting easier access to Danish consumers.

- There are multiple guides aimed at helping independent sellers break into the online market, and there are plenty of both B2B and B2C service providers with paid services assisting private companies in their pursuit of getting online and expanding business in e-commerce. Services include web-design, booking systems, apps, hosting, context marketing etc.
- Social media platforms and streaming services such as Facebook, Spotify and YouTube are becoming increasingly popular in advertisement, mainly aimed towards younger consumers.
- Top countries that the Danish market purchases from online are Sweden and Germany, both with a 28 percent share, followed by Great Britain (13 percent), China (12 percent) and the US (9 percent).
- There have been no recent regulations that affect domestic and/or cross-border e-commerce.
- The most common products/services that consumers purchase online are cultural experiences and vacations. Two out of three of the online consumers bought tickets for the theater, concerts or cinema, hotel accommodations, clothes, sports equipment and travel tickets. On the other hand, few people buy medicine or groceries online, even though the trend for online purchase of groceries is growing rapidly with the introduction of new and flexible delivery solutions. In general, female online shoppers buy more clothes, books, cultural experiences, food and groceries, whereas male online shoppers tend to buy computer hardware, games and electronics. Only four percent of citizens in the EU gamble online, but that number is significantly higher in Denmark, where 18 percent of the population gambles online.
- The Danish government is seeking to implement online services that are simpler and more effective and is seeking to discontinue paper applications submitted by regular mail. Citizens of Denmark each have a digital mailbox where they receive communications from the government. In the near future it will be mandatory for businesses to access government services online, including payment transactions with the government. Public schools, hospitals, nursing homes, etc. will be given subsidies to procure electronic applications that increase transparency and efficiency. Patient data is shared amongst doctors and hospitals and there will be increased focus on home treatment of patients with chronic diseases. The initiatives are intended to ensure that digitization efforts in the public sector will be coordinated and prioritized through wider and binding cross-governmental collaboration at all levels.
- The European Union's Digital Single Market Initiative
 - Creating a "Europe fit for the Digital Age," including bolstering the Digital Single Market (DSM) is one of the six priorities of the European Commission (EC) for the period 2019-2024. The overall objective is to bring down barriers, regulatory or otherwise, and to unlock online opportunities in Europe, from e-commerce to e-government. By doing so, the EU hopes to do away with the current fragmented national markets and create one borderless market with harmonized legislation and rules for the benefit of businesses and consumers alike throughout Europe.

- The EC set out its vision in current president Ursula von der Leyen’s “A Union that strives for more” agenda. The agenda laid out plans for joining standards for a 5G network, achieving technological sovereignty, ethical expansion of AI, passing a new Digital Services Act, creating a Cyber Unit, and fully digitalizing the Commission.
- In addition, the data protection legislation, the General Data Protection Regulation (GDPR) went into force on 25 May 2018 (see separate section in this report).
- For more information:
 - [Digital Single Market](#)
 - [DSM Strategy](#)
- The Electronic Commerce Directive (2000/31/EC) provides rules for online services in the EU. It requires providers to abide by rules in the country where they are established (country of origin). Online providers must respect consumer protection rules such as indicating contact details on their website, clearly identifying advertising and protecting against spam. The Directive also grants exemptions to liability for intermediaries that transmit illegal content by third parties and for unknowingly hosting content.

Comprehensive Market Research on e-commerce in the EU is available upon request.

- **Key Link:** [eCommerce](#)

Selling Factors & Techniques

- The factors that determine where importers place their orders are almost entirely commercial, although cultural and historical or social ties with a long-standing trade partner may play a role. General competitive factors such as price, quality, promptness of delivery, and availability of service determine the success of a supplier in Denmark. Patience and commitment count. Danes do not change suppliers easily, and many commercial relationships have been maintained over decades. Export companies seeking only a fast return have a reduced chance of success in Denmark.
- Most New-to-Market companies launching a product in Denmark should expect fierce competition from domestic, third country, and often U.S. companies already well-established in other Danish markets. In many cases, local distributors or agents will either decline taking on the representation of a new product line, or alternatively, request a substantial financial contribution towards market entry costs. Consequently, the best, or sometimes even the only way for a New-to-Market company to enter the Danish market can be through establishing its own sales office.

Trade Financing

- U.S. exports to Denmark are usually financed by the importer or the importer's bank. Eximbank financing is available but rarely, if ever, used. The most common method of payment for an importer in the early phases of a business relationship is by Irrevocable Letter of Credit opened

through a commercial bank. This is a recognized procedure, well-known and acceptable to Danish banks and importers. When a business relationship has reached a stage of mutual trust, payment credits are often extended by the exporter for periods varying from 30-90 days. In some cases, payment by credit card may prove to be the simplest and most effective means of payment. There are no local credit facilities available specifically to finance imports from the United States or from any other country.

- The vast majority of small-to-medium-sized Danish firms are financed by commercial bank lines of credit. The credit line is typically extended on a continuous, revolving basis and is not subject to an annual settlement. Such credit lines are usually established to finance day-to-day operations, including inventory financing. Larger corporations may obtain capital through stock offerings on the Copenhagen Stock Exchange. Some larger Danish companies may also make use of U.S. stock exchanges. Institutional investors, such as pension funds, also play a major role in financing Danish companies, and such investments are usually carried out following individual negotiations. Financing is often a problem for small-to medium-sized companies with high growth or growth potential. Frequently, such companies choose to or are forced to solve their financing problems by selling out to foreign, including U.S., corporations. During the last decade, the concept of venture capital has also caught on in Denmark and that can now be described as an established method of financing. However, venture capital funding applies primarily to IT and biotechnology companies.
- All major Danish banks have correspondent bank relationships in the United States. Most of them have such relationships with more than one American bank.
- EU financial assistance programs provide a wide array of grants, loans, loan guarantees and co-financing for feasibility studies and projects in several key sectors (e.g., environmental, transportation, energy, telecommunications, tourism, public health). A number of centralized financing programs are also generating procurement and other opportunities directly with EU institutions.
- The EU supports economic development projects within its Member States, as well as EU-wide "economic integration" projects that cross both internal and external EU borders. In addition, the EU aids candidate and neighbor countries.
- The EU provides project financing through grants from the EU budget and loans from the European Investment Bank. Grants from the EU Structural and Investment Funds program are distributed through the Member States' national and regional authorities. Projects in non-EU countries are managed through the Directorate-Generals Enlargement, Development and Cooperation (EuropeAid), Humanitarian Aid and Civil Protection (ECHO).

- For more information about the methods of payment or other trade finance options, please read the Trade Finance Guide available at <https://www.trade.gov/trade-finance-guide-quick-reference-us-exporters>.

Protecting Intellectual Property

- In general, Denmark offers adequate protection for intellectual property rights. According to the Danish Copyright Act, anyone who produces a literary or artistic work has copyright on that work. The copyright holder has the sole right to control the work by producing copies of it and making it available to the public. Copyright on a work, e.g. music, literature, film, photos, etc. lasts for 70 years after the copyright holder's death.
- Other groups of people with rights also enjoy protection under the Danish Copyright Act: Performing artists, record and film producers, radio and TV broadcasters, photographers, and catalogues and databases. For related rights, copyright lasts for 50 years after it is set, e.g. the recording or broadcast is made. For catalogues and databases, however, the protection only lasts until 15 years have passed from the end of the year in which the work was first made available to the public.
- The copyright originates when the work is created, and the legal protection comes into force without any formal requirements having to be met. There is therefore no public register in which copyright is registered.
- Key link and more information: http://europa.eu/youreurope/business/competing-through-innovation/protecting-intellectual-property/denmark/index_en.htm
- See section VI for a list of the international conventions and treaties concerning intellectual property to which Denmark adheres.
- In any foreign market companies should consider several general principles for effective management of their intellectual property. For background on these principles please link to the following article on [Protecting Intellectual Property](#) and [Stopfakes.gov](#), or contact ITA's Office of Intellectual Property Rights Director, Stevan Mitchell at Stevan.Mitchell@trade.gov.

Selling to the Public Sector

- Government procurement in Europe is governed by both international obligations under the WTO Government Procurement Agreement (GPA) and EU-wide legislation under the EU Public Procurement Directives. U.S.-based companies are allowed to bid on public tenders covered by the GPA, while European subsidiaries of U.S. companies may bid on all public procurement contracts covered by the EU Directives in the European Union.
- The EU directives on public procurement have recently been revised and new legislation on concession has also been adopted. Member States were required to transpose the provisions of the new directives by April 16, 2016. The four relevant directives are:
 - [Directive 2014/24/EU](#) (replacing Directive 2004/18/EC) on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts applies to the general sector;

- [Directive 2014/25/EU](#) (replacing Directive 2004/17/EC) coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors;
- [Directive 2009/81/EC](#) on defense and sensitive security procurement. This Directive sets Community rules for the procurement of arms, munitions, and war material (plus related works and services) for defense purposes as well as for the procurement of sensitive supplies, works, and services for non-military security purposes;
- [Directive 2014/23/EU](#) on the award of concession contracts. A concession contract (either for the delivery of works or services) is conducted between a public authority and a private enterprise that gives the right to the company to build infrastructure and operate businesses that would normally fall within the jurisdiction of the public authority (e.g. highways).
- The EU has three remedy directives imposing common standards for all member states to abide by in case bidders identify discriminatory public procurement practices.
- Electronic versions of the procurement documentation must be available through an internet URL immediately on publication of the Official Journal of the European Union (OJEU) contract notice. Full electronic communication (with some exceptions) is mandatory for all public contracts as of October 2018. Central purchasing bodies have been required to publish their contracts and requests for tenders since April 2017.
- Electronic invoicing (e-invoicing) has been in place since November of 2018 based on the requirement set forth in [Directive 2014/55/EU](#). The Directive makes the receipt and processing of electronic invoices in public procurement obligatory. Standards for e-invoicing are being developed by the European Committee for Standardization (CEN).
- There are restrictions for U.S. suppliers in the EU utilities sector, both in the EU Utilities Directive and in EU coverage of the GPA. Article 85 of Directive 2014/25 allows EU contracting authorities to either reject non-EU bids where the proportion of goods originating in non-EU countries exceeds 50 percent or give preference to the EU bid if prices are equivalent (meaning within a three percent margin). Moreover, the Directive allows EU contracting authorities to retain the right to suspend or restrict the award of service contract to undertaking in third countries where no reciprocal access is granted.
- There are also restrictions in the EU coverage of the GPA that apply specifically to U.S.-based companies. U.S. companies are not allowed to bid on works and services contracts procured by sub-central public contracting authorities in the following sectors:
 - Water sector
 - Airport services
 - Urban transport sector as described above, and railways in general
 - Dredging services and procurement related to shipbuilding.

U.S. companies bidding on Government tenders may also qualify for U.S. Government advocacy. A unit of the U.S. Commerce Department's International Trade Administration, the Advocacy Center coordinates U.S. Government interagency advocacy efforts on behalf of U.S. exporters bidding on public

sector contracts with international governments and government agencies. The Advocacy Center works closely with our network of the U.S. Commercial Service worldwide and inter-agency partners to ensure that exporters of U.S. products and services have the best possible chance of winning government contracts. Advocacy assistance can take many forms but often involves the U.S. Embassy or other U.S. Government agencies expressing support for the U.S. bidders directly to the foreign government. Consult [Advocacy Center](#) for Foreign Government Contracts and for additional information.

Business Travel

Business Customs

- Danish businesspeople may appear somewhat formal at first, but they are likely to quickly show a more informal side of themselves. Danes tend to introduce themselves with their first names only. The typical dress code, especially for younger employees, may seem a little too relaxed to an American businessperson. Danes like to get down to business right away and are generally conservative and efficient in their approach to business meetings. Handshakes (with men and women) are the accepted form of greeting. Danes shake hands for greetings upon arrival and departure from a meeting.
- Virtually all Danish businesspeople have a good working knowledge of English, therefore, interpreters are rarely required. Business gifts are not a normal custom in Denmark. Business entertaining is usually done at lunch and rarely at dinner in a restaurant. Even more rarely is a businessperson invited for dinner at the home of a business acquaintance in the early stages of their relationship.
- Advance appointments are always required, and punctuality is a must; it is considered rude to be late or too early.
- The standard workweek is 37.5 hours. Mandatory vacation is five weeks plus up to five more days per year, plus local holidays (see below). At least three weeks are usually taken during summer, typically in July and/or August.
- School's summer vacation is from about June 28 to about August 15. Generally, business is very slow in the summer period as many executives are out of the office on vacation. It is not advisable to schedule business meetings or other business activities in Denmark from late June to early August, from December 20 - January 5, or during the week of Easter. Danes treasure their leisure time, most of which is spent with their families. Similarly, businesspersons should not routinely expect to meet with their Danish counterparts after 4:00 p.m. on weekdays. On Fridays, many Danes leave early, generally between 2:00-3:00 p.m. Do not plan meetings for Saturdays, Sundays, or on national holidays (see below).

Travel Advisory

- The national carrier, Scandinavian Airlines System (SAS), provides non-stop service from Copenhagen to New York (Newark), Chicago O'Hare, Washington D.C., San Francisco, Miami, and Boston.
- Major U.S. credit cards (i.e. Visa and Mastercard) are accepted in Denmark (in hotels, restaurants, and major department stores, but usually not in smaller stores), but a PIN is required for almost all transactions. Most credit card providers can establish a PIN before your departure.
- All major U.S. car rental companies have offices at airports and major cities. Several Danish hotels are affiliated with U.S. hotel management companies. Consequently, a U.S. business visitor may plan their entire trip to Denmark through their local travel agent, including overseas and local transportation and lodging.
- Denmark is known as one of the safest places in the world. It has been spared of natural disasters and crime rates are low. Even so, Denmark still has its share of pickpockets, especially in summer months, so common sense and a general caution are always good traveling companions. Up-to-date travel information on Denmark and all other countries is available on the Department of State's website: <http://travel.state.gov>. All American visitors to Denmark are encouraged to register with the U.S. Embassy's Consular Section at <https://step.state.gov/step/>
- If an American visitor plans to stay in Denmark for a period of more than three months, or if s/he has already been resident in Denmark or one of the other Scandinavian countries for the last nine months, s/he must apply for both residence and work permits before arriving in Denmark. This rule applies to all non-EU citizens. In the United States, applications may be submitted to the Royal Danish Embassy in Washington D.C. or one of its diplomatic/consular posts located in a select large U.S. cities.
- Business travelers to Denmark seeking appointments with American Embassy Copenhagen officials should contact the Commercial Section in advance. The Commercial Section can be reached on telephone +45 3341 7315, or by email office.copenhagen@trade.gov or www.buyusa.gov/denmark.

Visa Requirements

- American business visitors and tourists do not need visas if they are staying in Denmark for less than three months (90 days).
- For Danes traveling to the United States, Denmark is part of the U.S. visa waiver program. This means that Danes are not required to get a visa to travel to the U.S., but they must fill out an Electronic System for Travel Authorization (ESTA) application and be approved before departure. U.S. companies that require travel of foreign businesspersons to the United States

should be advised that security screening is handled via an interagency process. Visa applicants should go to the following links.

- State Department Visa Website: <http://travel.state.gov/visa/>
- Embassy website with visa information: <http://denmark.usembassy.gov/>

Telecommunications/Electric

- Telecommunication services are highly developed. Telephone systems provide first-class digital service, and several cellular system providers offer excellent European and worldwide mobile communications.
- In Denmark, telephone numbers consist of eight digits. There are no area or city codes. If you are calling from outside Denmark, the eight-digit number must be preceded by the country code 45, often written as +45 followed by the eight-digit telephone number.
- In Greenland, telephone numbers consist of six digits, preceded by country code 299 if calling from abroad.
- The Faroe Islands country code is 298 followed by a five-digit telephone number.

Transportation

- The infrastructure is excellent throughout mainland Denmark, and all major islands and the peninsula of Jutland are interconnected by networks of tunnels and bridges. The capital of Denmark is Copenhagen (1.3 million residents), which is the center of government and business. It is located on the island of Zealand only a few miles from Southern Sweden. Copenhagen is connected to Sweden by a ten-mile bridge/tunnel fixed link.
- Denmark's second largest city, Aarhus, is located on the Jutland peninsula, about a three-hour drive from Copenhagen. Business visitors can also move easily from one part of the country to another by train, ferry, bus, or domestic airlines. There are over 74,000 km of paved roads in Denmark (including 1,250 km of freeway) and a 2,500 km railway network. There are twelve civilian airports besides the major international Copenhagen International Airport (Kastrup). It serves as the Scandinavian hub for SAS (Scandinavian Airline System), consolidating flights to the U.S. and Europe from other Scandinavian countries.
- More than 30 million passengers passed through Copenhagen Airport in 2019, making it the busiest airport in the Nordic countries and has a maximum capacity of 83 operations per hour and capacity for 108 airplanes. During 2019 the airport's operations were severely impacted by Covid-19 reducing the daily flights to less than 10 percent when activity was at the lowest.

- The city of Copenhagen also has a modern seaport catering to freight vessels as well as cruise liners. Copenhagen has become one of the most popular points of departure for cruise liners in Europe.
- Copenhagen Airport is connected via metro to the city center so travelers can reach downtown Copenhagen in only 14 minutes. The metro was expanded in September of 2019, adding a third metro line consisting of 17 stations. This new line connects major parts of central Copenhagen to surrounding neighborhoods (Østerbro, Nørrebro, Vesterbro, and Frederiksberg). A new extension of the metro connecting the rest of the city to the up-and-coming neighborhood of Sydhavnen is expected to be finished in 2024. The Port of Copenhagen includes a free port. Other major ports are at Esbjerg, Aalborg, Aarhus, and Fredericia. The port of Esbjerg (southwestern Jutland) is the center for offshore oil and gas activities in Denmark.

Language

- Virtually all Danes have a good working knowledge of English and most Danish businesspeople speak English as their second language. Many also speak German and some French or Spanish. Interpreters are rarely required.

Health

- A visitor to Denmark faces no special health risks, as the overall health conditions are excellent. No special inoculations are required. Any needed immunization is available in Copenhagen.
- Although Danish law is strict about commercial processing, cooking, handling, and serving of foods, consumers are advised to show caution when using eggs and preparing poultry, as salmonella bacteria has been found in these products. All milk and tap water is safe to drink
- Because Denmark is almost entirely surrounded by sea, it has a moderate, maritime climate. The average temperatures range from about 25°F in February to 70°F in July. Temperatures vary slightly from day to night. Average annual rainfall is approximately 28 inches, and on average, it rains every third day in Denmark. Days are short in winter, with about 5 hours of daylight in December and January. Daylight in summer lasts 16-18 hours on clear days.
- Danish medical care is of high quality and is comparable to the medical care one finds throughout Western Europe. Diagnostic laboratories and specialists in all fields of medicine are available. Hospitals are well-equipped and maternity hospitals and many clinics are available. Almost all doctors and dentists speak English, especially in large cities.
- The system for providing care in Denmark is different from that in the United States. Danish citizens and permanent residents of Denmark qualify for free hospitalization and medical treatment under the Danish National Health Service. While medical treatment and hospital care is covered by the Danish National Health Service, it may require referral from a general

practitioner, which often results in longer waiting periods. To avoid waiting time in these situations, patients may choose to seek medical and hospital care privately as paying patients.

- Tourists do not qualify for treatment under the Danish National Health Service, except in cases of emergency. Tourists will not be denied medical care unless the medical facility determines that the emergency occurred as a result of a pre-existing condition, in which case the individual must be prepared to pay for all services received. It is important for those traveling to Denmark to keep up-to-date health insurance that covers overseas travel.
- Most over the counter medicines are available locally. They may not, however, be the same brand names as those used in the United States. Prices are generally the same or lower than in the U.S. Tourists should bring a supply of the medicine that they know they will need. In case of emergency, dial 112 for an ambulance, the fire department, or the police.

Local Time, Business Hours and Holidays

- Denmark is in the Central European Time Zone. Central European Standard Time (CET) is 1 hour ahead of Greenwich Mean Time (GMT+1). Like in most states in Europe, summer (daylight saving) time is observed in Denmark, where the time shifts forward by 1 hour, i.e. 2 hours ahead of Greenwich Mean Time (GMT+2). After the summer months, the time in Denmark shifts back by 1 hour to Central European Time (CET, (GMT+1)). The time changes do not necessarily occur on the same days as in the United States, but generally a week or two earlier in the spring and the fall. Beginning in 2021, however, the EU has voted to abolish daylight saving time.
- Normal business hours are from 9.00AM to 4.30PM

Local holidays 2020 & 2021:

Holidays (in Danish)	2020	2021
New Year's Day (Nytårsdag)	January 1 (Wed)	January 1 (Fri)
Maundy Thursday (Skærtorsdag)	April 9 (Thu)	April 1 (Thu)
Good Friday (Langfredag)	April 10 (Fri)	April 2 (Fri)

Easter Monday (2. Påskedag) Catholic/Protestant	April 13 (Mon)	April 5 (Mon)
Common Prayer Day (Store Bededag)	May 8 (Fri)	April 30 (Fri)
Ascension (Kristi Himmelfartsdag) 40 days after Easter	May 21 (Thu)	May 13 (Thu)
Whit Monday (2. Pinsedag) (7 weeks after Easter Monday)	June 1 (Mon)	May 24 (Mon)
Constitution Day (Grundlovsdag) / not all businesses are closed	June 5 (Fri)	June 5 (Sat)
Christmas Eve (Juleaftensdag)	December 24 (Thu)	December 24 (Fri)
Christmas Day (Juledag / 1. juledag) Catholic/Protestant	December 25 (Fri)	December 25 (Sat)
2nd Christmas Day (also called Anden Juledag)	December 26 (Sat)	December 26 (Sun)
Banks are closed on New Year's Eve / not all businesses are closed	December 31 (Thu)	December 31 (Fri)

Temporary Entry of Materials or Personal Belongings

- Temporary exemption from duty can be granted, for instance, to the following:
 - Goods intended for public displays at exhibitions and fairs
 - Commercial samples
 - Professional tools and equipment
- If the goods are put to unauthorized use or are not exported within the prescribed time they must go through normal customs clearance and become liable for relevant duties and taxes.
- Please also see Chapter 5: [Trade Regulations and Standards – Temporary entry](#)

Resources

- U.S. Embassy in Denmark: <http://denmark.usembassy.gov/>
- Danish Train Services www.dsb.dk
- Copenhagen Airport www.cph.dk
- Weather – www.dmi.dk
- Danish Ministry of Foreign Affairs – www.um.dk
- Denmark's official website – www.denmark.dk
- Tourist in Denmark – www.visitdenmark.com
- American Chamber of Commerce in Denmark – www.amcham.dk
- Police - <http://www.politiet.dk/Indholdpaengelsk/oversigtUK.htm>

Investment Climate Statement (ICS)

The U.S. Department of State's Investment Climate Statements provide information on the business climates of more than 170 economies and are prepared by economic officers stationed in embassies and posts around the world. They analyze a variety of economies that are or could be markets for U.S. businesses.

Topics include Openness to Investment, Legal and Regulatory systems, Dispute Resolution, Intellectual Property Rights, Transparency, Performance Requirements, State-Owned Enterprises, Responsible Business Conduct, and Corruption.

These statements highlight persistent barriers to further U.S. investment. Addressing these barriers would expand high-quality, private sector-led investment in infrastructure, further women's economic empowerment, and facilitate a healthy business environment for the digital economy. To access the ICS, visit the U.S. Department of State's [Investment Climate Statement](#) website.

Political & Economic Environment

For background information on the political and economic environment of the country, please click on the link to the U.S. Department of State [Countries & Areas](#) website.