

# Invest in Denmark

Evaluation of Successes  
completed in 2016

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# Summary

The extent to which Invest in Denmark's services were of value to the investor



To a very large extent	51%
To a large extent	37%
To some extent	12%
To a small extent	0%
Not at all	0%

Number of high-quality projects

26



Number of jobs 1.615



New jobs	964
Retained jobs	626
Construction jobs	25



Number of investment projects

68

Successes distributed on focus area



Location Denmark	29%
Information and Communication Technology	26%
Life Sciences	24%
Cleantech	21%

Point in the decision-making process when Invest in Denmark started providing their services:

47%

We had already made the decision to invest/expand/stay/stay and expand in Denmark

46%

We had not made a final decision to invest/expand/stay/stay and expand in Denmark

7%

We had not even considered Denmark as a location

Investor country

United States  
China  
United Kingdom  
Japan  
France  
Canada  
Germany  
India  
Netherlands  
South Korea

Spain  
Sweden

Czech Republic

Iran

Ireland

Norway

Serbia and Montenegro

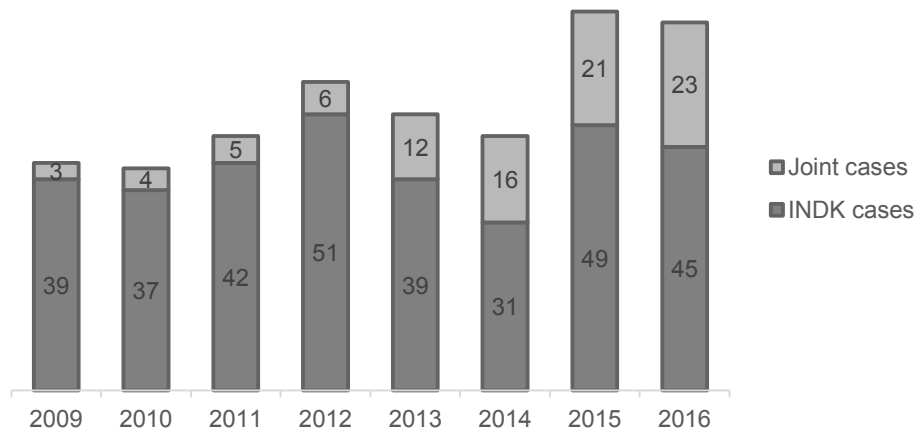
Taiwan

Turkey



# Results for Invest in Denmark (INDK), 2016

- In 2016, INDK assisted 68 companies in establishing or expanding/retaining activities in Denmark . Accordingly, 68 surveys have been carried out throughout the year. This report summarises the results of these surveys.
- 23 cases were handled in cooperation with Copenhagen Capacity. These cases are referred to as joint cases.
- The number of companies that received assistance from INDK in 2016 is almost similar compared to 2015. See chart below.

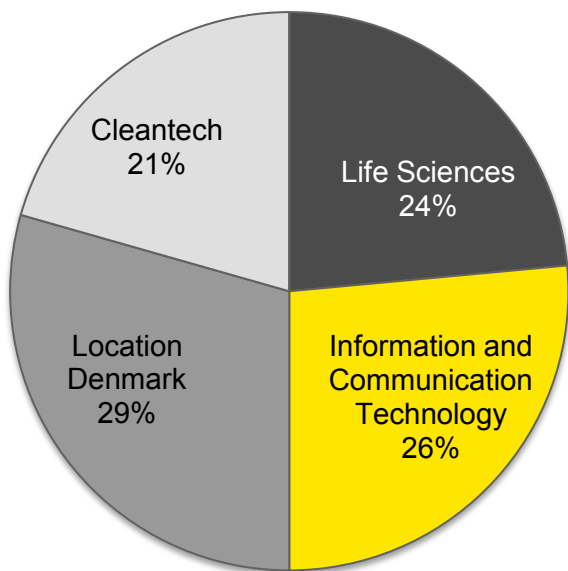


Note: Given that the survey contains a limited number of companies, the answers from one single company may impact the overall result significantly. As such, comparisons with previous years should be made with care.

# Results for Invest in Denmark, 2016

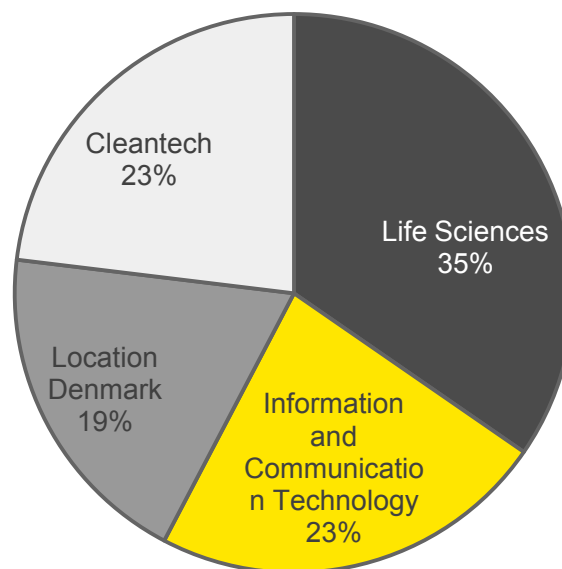
## Focus Areas

- The 68 companies are divided into 4 focus areas:
  - Life Sciences
  - Information and Communication Technology
  - Location Denmark
  - Cleantech



## High-Quality Projects

- 26 of the 68 investment projects are high-quality projects.
- The distribution of the 26 high-quality projects into the 4 focus areas are shown below



# Investors' Evaluation of Denmark

## Impact on the Companies' Decision to Establish in Denmark

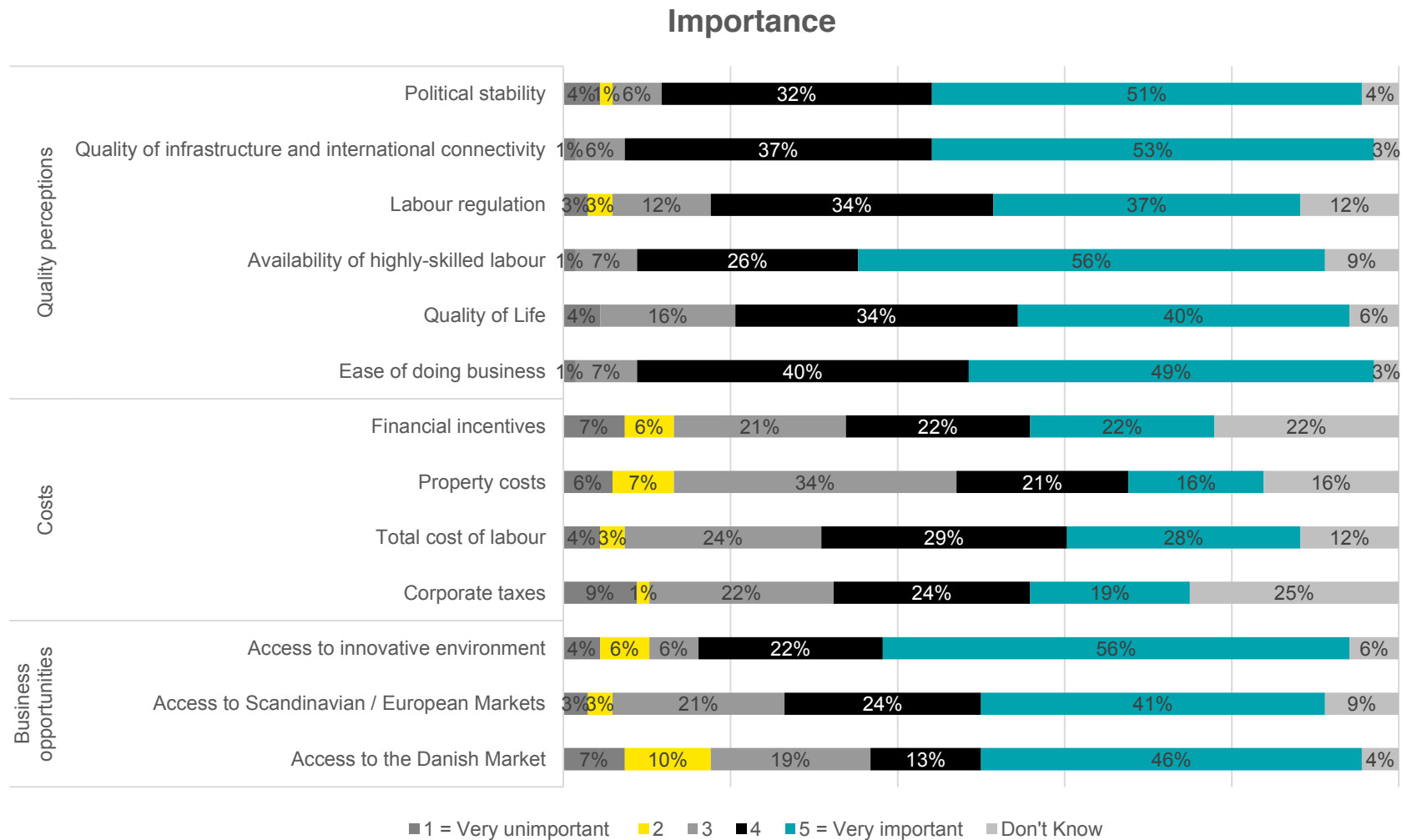
- The companies were asked to evaluate the impact of the following 13 factors on their decision to establish themselves in Denmark:
  - Business opportunities
    - 1) Access to the Danish market
    - 2) Access to the Scandinavian/European markets
    - 3) Access to innovative environment
  - Costs
    - 4) Corporate taxes
    - 5) Total cost of labour
    - 6) Property costs
    - 7) Financial incentives
  - Quality perceptions
    - 8) Ease of doing business
    - 9) Quality of Life
    - 10) Availability of high-skilled labour
    - 11) Labour regulation
    - 12) Quality of infrastructure and international connectivity
    - 13) Political stability

- The companies were asked to evaluate whether these factors were *very unimportant* or *very important* in their decision to locate in Denmark on a five point scale.
- The companies were afterwards asked how satisfied they are with the same factors in Denmark on a five point scale.
- The charts on the next page illustrates the distribution of the companies' answers to this part of the survey.

### Results

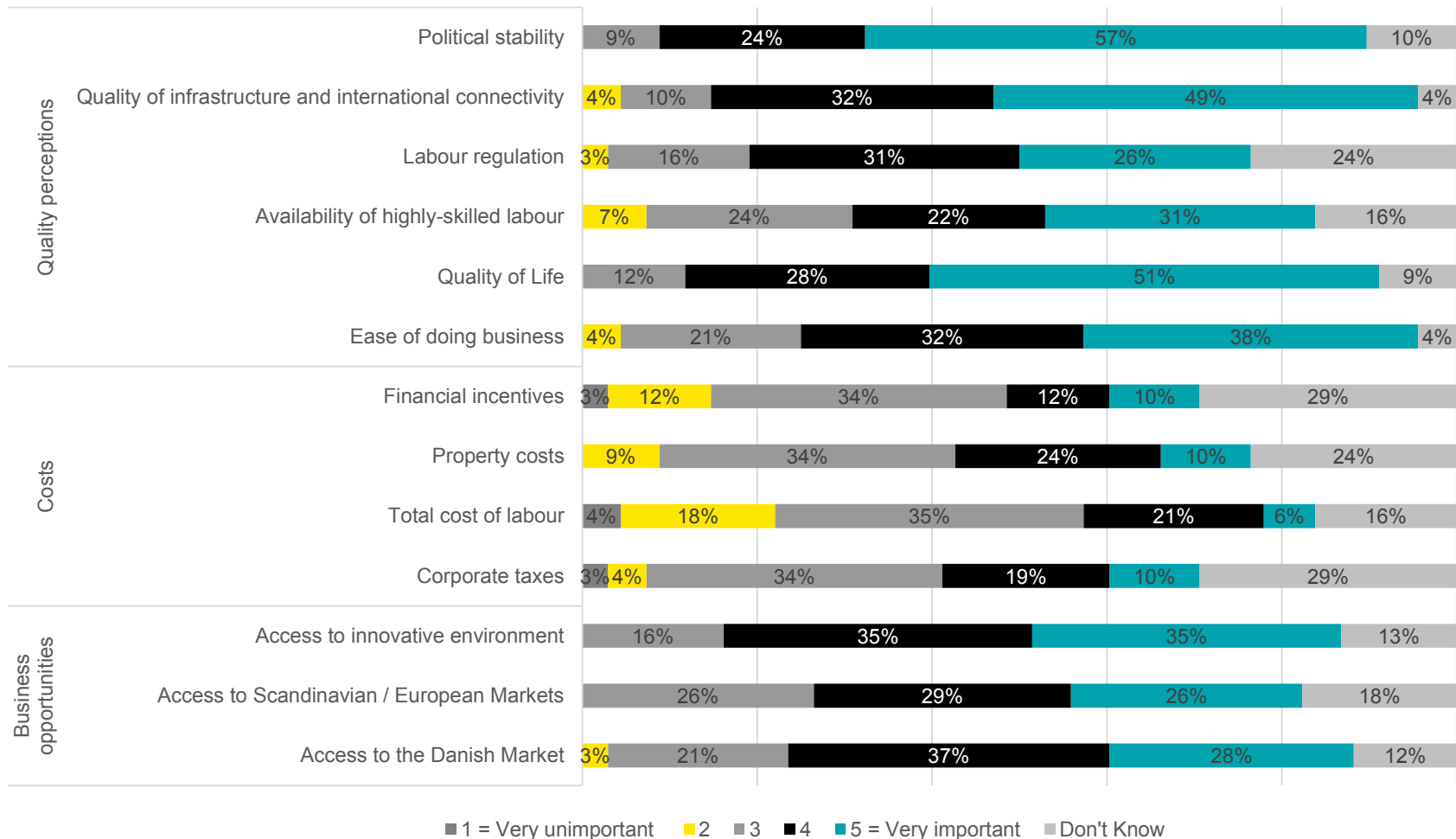
- The top three factors, which had a very important impact on the companies' decision to establish themselves in Denmark are :
  - "Availability of highly-skilled labour" 56 %
  - "Access to innovative environment" 56 %
  - "Quality of infrastructure and international connectivity" 53 %
- On slides 7-9 , the 13 factors are examined further

# Investors' Evaluation of Denmark



# Investors' Evaluation of Denmark

## Satisfaction

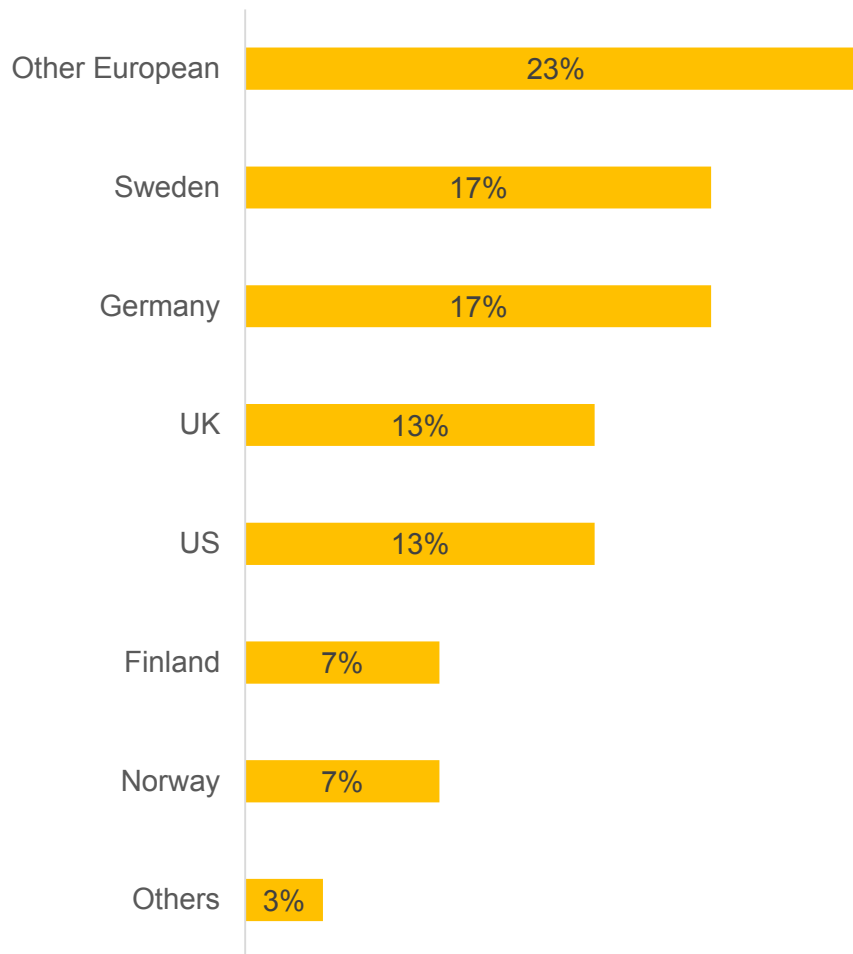




# Investors' Alternatives to Denmark

## Alternative Regions to Locating in Denmark

- All companies have been asked what - if any - alternative countries to Denmark they had considered. 38 companies listed alternative locations to Denmark.
- The companies were asked to mention all the countries/cities they had considered as alternatives to Denmark. The 38 companies that disclosed their alternative countries provided 70 answers. The chart to the right illustrates the distribution of the companies' answers.
- The top four alternative countries were Sweden (17%), Germany (17%), UK (13%) and US (13%).
- A number of other European countries were mentioned, such as: France, Poland, the Netherlands etc.
- Broader areas and regions, such as Asia and Africa were also mentioned.



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