



Start with Denmark

The Heart of
Life Sciences
for Research
and Business



Denmark – a Country for LIFE

Denmark is a global player in life science and the home of a world leading health care industry. World class research, a strong health care system with excellent infrastructure and data collection, a safe and effective business environment combined with efficient public authorities and a tradition for public-private partnerships. These are just some of the advantages Denmark has to offer. Furthermore, we constantly strive to improve the conditions for developing new and viable solutions.

We know that decision makers need quick and reliable information. The report “Start with Denmark – The heart of life sciences for research and business” offers you just that. It will take you through the most important information needed when placing research, investments and business within the areas of Life Science in Denmark.

The world is constantly searching for new and better solutions in health care. Denmark is the place to develop these solutions.



Anders Samuelsen
Minister for Foreign Affairs



Ellen Trane Nørby
Minister for Health



Brian Mikkelsen
Minister for Industry,
Business and Financial
Affairs

Top Ten Reasons for Choosing Denmark



1

A Strong Healthcare Industry

Denmark has a strong, innovative and productive healthcare industry covering pharmaceuticals, biotechnology, medical technology and eHealth.

Denmark has state-of-the-art companies, visionary universities and an effective public healthcare sector - three factors which have secured a strong healthcare industry.



Top Ten Reasons for Choosing Denmark

2

World-Class Research Standards

In the field of healthcare there is access to a strong research community. For example within pharmaceuticals, the medical foundation at both universities and hospitals is very solid, as demonstrated by the extensive publication and frequent citation of Danish scientific articles in leading international journals.



3

Highly Qualified Labour

In Denmark it is easy to recruit staff with the right medical expertise at the highest international level.

Also Denmark has a large and rising number of masters' equivalent and PhD degree holders.



4

Tradition for Public-Private Partnerships

Denmark has a well-established tradition for close collaboration between the public sector, academia and industry.

"One of the key factors why MSD places studies in Denmark is speed. We have no delays in HA/IEC approvals, fast turnaround with signing of contracts and most importantly rapid and predictable recruitment. The use of innovative recruitment methods such as Facebook and Danish registries makes sustainable deliverables possible. In 2012 MSD conducted 13% of all sponsored clinical research and invested 100 million DKK in clinical research in Denmark. These differentiators is why Denmark is a preferred country within MSD to place clinical research in and on the top 10 list in total allocation of studies."

- Iben Ordrup Christensen
Clinical Research Director, MSD Denmark

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Unique Framework Conditions for Medical Research and Clinical Trials

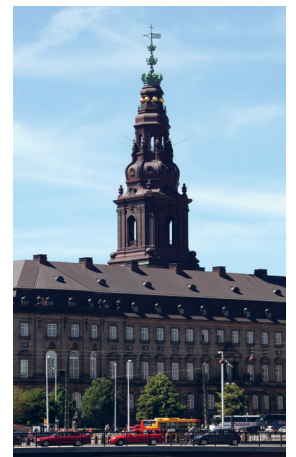
With its unique social security number system, long-standing tradition for patient and population registration and access to comprehensive biobanks, Denmark is an ideal location for medical and clinical research. Furthermore, Denmark has a homogeneous and compliant population, and individual patients are easily traced, which makes for a low lost-to-follow-up rate. In addition, Danes are very open to participating in clinical trials.



6

Efficient Public Authorities

The Danish authorities are known for their quick, efficient and service-oriented handling of inquiries from the private sector. For clinical trials in particular, processing of applications by the authorities is highly efficient.



“As a global biopharmaceutical company that discovers and advances innovative therapies, AbbVie has a vested interest in conducting clinical development programs in Denmark. The efficient, high-quality healthcare infrastructure ensures a motivated, highly accessible and well-characterized patient population. The clinical investigators are highly experienced and scientifically very productive, and the Danish regulatory and ethics approval systems are efficient. Furthermore, Denmark offers a number of high quality databases that can provide excellent basis for private-public collaboration on registry research. This is an area of increasing focus for AbbVie.”

- Karin Madsen
Medical Director, AbbVie.

Top Ten Reasons for Choosing Denmark

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Expertise in Design, Engineering and Clinical Competences

Within medical technology, Denmark offers a committed focus on research and development, design and innovation, user-producer linkages and market testing.



8

World Leader in IT Infrastructure

With almost universal penetration of broadband, the digital infrastructure in Denmark is among the best in the world. In addition, the Danes are among the most e-ready in the world. As a result, Denmark is a global leader in deployment and use of Health IT systems.



With the global trend of empowering patients to take more control of their own healthcare our eHealth solutions are moving into the patients' homes. To get acceptance for these solutions from the patients it is instrumental that the infrastructure is universally available and that it is robust and reliable as it is the case in Denmark.

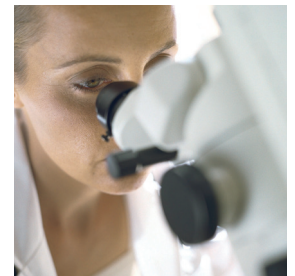
- Freddy Lykke,
CEO, Cetrea A/S



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National References Readily Attainable

Regarding eHealth solutions, the public sector is aware of the value of strong national reference cases. In combination with a coordinated public effort for nationwide usage of solutions demonstrating positive outcomes, national references are readily attainable for companies.



10

Attractive to Foreign Investors

Denmark is characterized by political, economic and regulatory stability. Furthermore, Denmark offers a low corporate tax rate, competitive business costs, flexible labour market conditions, and simple procedures for establishing a business. Denmark also has a well-organised and publicly financed healthcare sector that maintains a high standard with highly qualified and motivated personnel. In summary, Denmark offers some of the best possible conditions for healthcare industry businesses.



Denmark, the Best Place
in Europe for Business

World Bank, "Doing Business 2016"

Get the Full Report

This booklet summarises the key messages of a full report about the Danish healthcare industry. The full report can be downloaded at www.investindk.com.

The report presents the reader with an introduction to the Danish healthcare industry, covering the pharmaceutical industry, the biotechnological industry, the medical technology industry and the eHealth industry.

Starting with a presentation of 'Top 10 Reasons' for choosing Denmark for research and business activities, the report is then divided into chapters focusing on the different aspects of the healthcare industry. The chapters provide information on the following areas:

- A world-leading healthcare industry; facts and figures on the pharmaceutical industry, the biotechnological industry, the medical technology industry and the eHealth industry in Denmark.
- A strong healthcare system; information on the framework conditions of the Danish healthcare system.
- A strong tradition and good framework conditions for research; information on conducting clinical trials in Denmark.
- World class research; information on Danish research areas and strongholds in the field of healthcare.
- Denmark as a great place to do business; information on the framework conditions for doing business in Denmark.

To obtain the full report and learn more about investing in Denmark, please contact the Life Sciences team at Invest in Denmark:

www.investindk.com

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