



INVITATION

INSPIRING DENMARK

Seoul, 13-16 May 2012

Official Danish Business Delegation to Korea
Headed by Their Royal Highnesses the Crown Prince Couple of Denmark

Join the Danish business delegation headed by HRH The Crown Prince and HRH The Crown Princess of Denmark to Korea from 13-16 May 2012. During the visit, TRH will participate in a series of business and cultural events with the purpose

of promoting Denmark and the Danish business community in Korea. The promotional activities scheduled for the visit offer a unique opportunity for Danish companies within architecture, design and lifestyle, cleantech, smart cities, life

science, defence and food, food technology and food safety to increase their profile with respect to both existing and potential partners in Korea.

THE BACKGROUND

The official visit of TRH the Crown Prince Couple takes place at a time of keen interest in Denmark and Danish products and know-how. It follows in the wake of the very successful State Visit to Denmark of Korean President Lee Myung-bak in May 2011 during which a bilateral Strategic Partnership and a Green Growth Alliance were established as a clear sign of the increasing mutual interest in forging closer ties. Denmark has the solutions and the know-how to deal with many of the most important challenges that Korea is facing and to satisfy the demands of the increasingly sophisticated Korean consumers.

KOREA

Korea is the 15th largest economy in the world and a true growth economy. Korea has proven to be one of the most resilient economies to the current global economic slowdown and maintains a steady economic growth prospect for 2012 and beyond. The Korean business community has established itself as a global frontrunner in sectors such as shipbuilding and the automotive, construction and electronics industries and has now set equally ambitious targets for future growth areas such as e.g. clean technology, biotechnology and design.

Partnering with a Korean company not only targets the Korean market but the wider global mar-

kets on which the Korean business community is well established. Furthermore the 50 million sophisticated Korean consumers have a purchasing power that is close to the level in Denmark and an increasing demand for high-end products and services that are Danish strongholds, i.e. health-care, foodstuffs and lifestyle items to mention a few.

With the implementation of the EU-Korea Free Trade Agreement (FTA) in July 2011 - the most far-reaching free trade agreement ever entered into by the EU - possibilities on the Korean market for Danish exporters have never been better.

THE BUSINESS DELEGATION

Through participation in the Danish business delegation to Korea, you are offered a rare opportunity to access business executives and high-level decision makers from private and public spheres and to present your company as a relevant and valuable business partner to Korean counterparts. In addition, you benefit from the massive media exposure and attention that follows from the official visit to Korea by TRH the Crown Prince Couple.

The business delegation is open to all Danish companies and institutions with an interest in Korea. A number of dedicated tracks have been selected within the visit and related seminars and events will

focus on the following sectors:

- **Architecture & industrial design**
- **Fashion, design and lifestyle products**
- **Clean energy**
- **Smart cities**
- **Life science**
- **Defence technology**
- **Food Processing and Technology**
- **Food and Gastronomy**

To allow your company maximum flexibility, the programme offers a basic package to which can be added a choice of optional elements depending on your prior experience with the Korean market and the specific needs of your company.

Related cultural events will also be used to brand Denmark and increase media coverage of all the visit related activities under the heading 'Inspiring Denmark'

The official Danish business delegation is organised by the Confederation of Danish Industry, the Danish Agriculture & Food Council, the Royal Danish Embassy in Seoul in cooperation with Export Promotion Denmark.

THE CONCEPT

Basic package

- Company presentation in the official catalogue and on a dedicated website introducing your company to relevant Korean stakeholders.

- Targeted direct mailing of official catalogue with cover letter from the Royal Danish Embassy to potential Korean partners.
- Welcome briefing in Seoul.
- Participation in the ‘Inspiring Denmark’ sector related activities consisting of:
 - Participation in a sector specific seminar on 14 May within the areas of architecture, cleantech, smart cities, life science, defence technology, food, food technology and food safety or the Shinsegae Department Store Pop-up Shop (for food retailers and fashion, design & lifestyle companies) or Product Display
 - Business lunch on March 14 to which the Danish companies and seminar participants are invited. The companies not participating in seminars will have the opportunity to invite a limited number of guests after agreement with the Embassy and depending on number of seats available.
 - Business dinner (prepared by a Danish chef) with entertainment to which each company has 5 seats (extra seats at an additional cost).

Companies whose products fall outside the scope of the sector specific seminars and the Shinsegae Department Store pop-up shop may instead choose to have their products displayed in the of-

TENTATIVE PROGRAMME

Sunday 13th May 2012

Arrival in Seoul

Visit to the Demilitarized Zone (DMZ), optional/ add-on

Welcome Briefing for the Danish business delegation

Monday 14th May 2012

“Inspiring Denmark” Conference

Sector seminars and sector activities

- “Clean Energy” sector seminar
- “Smart Cities” sector seminar
- “Life Science” sector seminar
- “Life Style” event
- “Defence” sector seminar
- “Food Processing and Technology”
- “Food and Gastronomy”
- Product Display

Business lunch

Official Dinner

Tuesday 15th May 2012

Opening of Pop-up shop in Shinsegae Department Store

Individual follow-up

B2B meetings, prearranged by the embassy of Denmark (add-on)

Site Visits, organized by the embassy of Denmark (add-on)

De-briefing meeting for the Danish delegation

ficial business lounge as part of the basic package. Companies who wish to participate in both sector specific seminar and the Shinsegae Department Store pop-up shop may do so at an additional cost (*see 'individual options' for details*).

ADDITIONAL INDIVIDUAL OPTIONS

Individual options as described below will be organized based on interest from members of the business delegation:

Visit to the Demilitarized Zone (DMZ)

Members of the business delegation can accompany T.R.H. the Crown Prince Couple on a special visit to the demilitarized zone (DMZ) separating the Korean Peninsula. You will visit the only place along the DMZ where military forces from both sides stand face to face and get a unique insight into the situation on the peninsula. The special DMZ tour for the T.R.H. the Crown Prince Couple on 13 May includes briefings and site visits by American and Danish officers monitoring the cease-fire.

Company Seminars/ Presentations

Members of the business delegation may wish to hold individual company seminars or other events to reach targeted local participants and ensure maximum impact of their visit. With this option you can make your own programme and define the focus of the event to

suit your needs and requirements. The Embassy will identify and invite participants, arrange translation and manage all other practicalities in relation to the event. Companies that express interest in such an option will be contacted directly by the embassy for a quotation.

Pre-arranged B2B meetings/site visits

The Embassy can assist in arranging individual B2B meetings between your company and potential Korean partners regardless of sector focus as well as organize site visits. Companies that express interest in individual B2B meetings or site visits will be contacted directly by the embassy.

Product Display

You may wish to have a small company presentation and/or product display in the business lounge linked to the venue where the sector seminars, lunch and dinner events are held on 14 May. Two standing company banners will be supplied as a supplement to this. If you wish to make use of this opportunity please indicate it on the application form.

Pop-Up Shop in Shinsegae Department Store

Fashion, design and lifestyle related companies as well as food exporters can show and sell their products for minimum 1 week in a pop-up shop in the exclusive Shinsegae Department Store in

one of Seoul's most affluent districts. The opening of the pop-up shop is planned to take place on Tuesday 15th May in the presence of TRH the Crown Prince Couple and is expected to attract massive media interest and provide a unique opportunity to initiate or further promote your company's opportunities in Korea.

Danish companies whose products are already sold in Korea will be able to participate through a supplier agreement to be made between Shinsegae and the importing Korean company or local Danish subsidiary. Companies whose products are not sold in Korea will be suggested a temporary Korean importing agent that will handle all imports and customs handling issues for the duration of the pop-up shop. The retail price will be based on a calculation including 10% VAT, a commission to Shinsegae which averages 25% (depending on product) and commission to the importing agent which will be in the range of 25-50% depending on the product.

REGISTRATION

Please register [here](#) and complete the online registration form no later than 1 February 2012.

FLIGHT & ACCOMODATION

The travel agency BCD, Groups, Meetings & Events, has booked seats on Finnair to Seoul and has also reserved hotel rooms for the

BUSINESS PROGRAM

Architecture,
Design
and lifestyle

Clean
Energy

Smart
Cities

Life
Science

Defence
Technology

Food
Processing
and
Technology

Food
and
Gastronomy

delegation in advance. When you have registered for the event, you will receive an order form for booking flights and accommodation.

ARCHITECTURE, DESIGN AND LIFESTYLE

Architecture, design and lifestyle is of immense interest in Korea. Successful industrial design is part of the explanation for the increasing global popularity of Korean brands within e.g. the automotive and electronics industry. Whether for the globally oriented Korean industry or construction sector, sourcing solutions and partnering with foreign architects and design teams has become key to the Korean business communities' ability to maintain a global competitive edge.

Furthermore, the 50 million Korean consumers have a sophisticated taste and a high propensity to consume and are increasingly diversifying their spending habits to include high-end imported articles ranging not only clothing and accessories, but also interior de-

sign items and lifestyle products to fit their high purchasing power.

CLEAN ENERGY

Clean energy is one of the main focus areas during the visit to Korea. As initiators of the Global Green Growth Alliance Korea and Denmark has pledged themselves to pursuing innovative and more efficient energy solutions and making them globally available.

As a first moving country, Danish cleantech companies have a lot to offer Korea in terms of know-how and documented solutions. Opportunities are especially attractive in the sectors of windpower and district heating. But overall tools and solutions for energy-efficient technology is demanded, as the Korean industry requires enormous amounts of energy and is heavily dependent on the steady flow of imported fuels. Danish technology and know-how can help Korea overcome its energy efficiency challenges and offers major business opportunities for Danish cleantech companies.

SMART CITIES

Cities comprise complex urban systems involving energy production and consumption, transportation, water management and different types of social interaction, to mention but a few. Managing, maintaining and developing these systems pose various challenges for everyone involved. This is particularly the case as cities become more populated, denser and bigger.

Korea and Denmark have a lot in common; approximately 83% of the Korean population lives in cities, and in Denmark the number is 87%. For both countries, sustainability is no longer a choice: it is a must. As urbanization continues to increase and the demand for energy-efficient and sustainable solutions for building smarter and more efficient becomes a key priority. The Smart Cities Seminar therefore aims at bringing Korean and Danish companies and decision makers together in order to expand the frontier of smart and sustainable city planning.

LIFE SCIENCE

The Korean Government has chosen the bio-tech sector as one of the main business and research priorities for the future. As a consequence of the political focus, the industry has developed a solid foundation in areas of education, research and commercialization. The sector is supported by Korea's highly advanced IT-sector and government initiatives such as tax-free zones and research grants. The sector shows highly promising growth rates at 20% yearly and is expected to maintain pace as products and solutions are introduced to the world market. The fast development presents exciting business opportunities for Danish companies offering know-how or already commercialized products.

DEFENCE TECHNOLOGY

The Korean government has actively supported its defence industry for the last 40 years and encouraged military research and product development. The result is a healthy amount of companies producing defence equipment and technology. Through the last years Korean companies have secured major contracts for producing fighter jets and XK-2 battle tanks to both Turkey and Indonesia and therefore having a significant impact on the national economy. With large production capabilities already in place in Korea, Danish companies may find interesting opportunities in offering advanced software-, com-

munication-, surveillance- and monitoring technology.

FOOD PROCESSING AND TECHNOLOGY

The sector program will consist of 2 sessions, morning and afternoon, separated by an official business lunch. The morning activity is targeted a sector seminar for customers, authorities and media with local and Danish key note speakers, and short company presentations. At the seminar each company has approximately 20 minutes to present solutions within automation, efficiency, and new technology within food production. The afternoon program is focused on building relations with potential and existing customers, and consists of arranged B2B meetings. Individual tables with company signs will be set up.

Option of arranging a site visit on the 15th of May to a slaughterhouse near Seoul to promote Danish technology along the entire production chain to customers and authorities is available. This will be decided upon request from participating companies, and withholds an additional cost.

The primary target group in Seoul includes the largest slaughterhouses and food production companies, relevant authorities and media.

FOOD AND GASTRONOMY

The sector activities will be based

on a morning session including a presentation of Danish food safety in a European context with local and Danish key note speakers, meetings arrangements, a gastro event including product presentations with a well-known Danish chef, and press coverage.

Contact meetings based on company profiles and requests will be arranged during the day, and tables with company signs are available for smaller product promotion, brochures or similar materials, followed by product presentations.

The target group in Seoul includes food producing companies, retailers, distributors, food service and relevant media.

FEES**Price for Participation**

(The prices are contingent on a minimum of 50 participating companies and a subsidy from the Danish Trade Council)

Basic package (compulsory), covering 2 company representatives:

| | |
|---|------------|
| - Architecture, Design, Life style | DKK 21.805 |
| - Clean tech | DKK 21.805 |
| - Smart Cities | DKK 21.805 |
| - Life Science | DKK 21.805 |
| - Defence Technology | DKK 21.805 |
| - Food Processing and Technology | DKK 21.805 |
| - Food and Gastronomy | DKK 25.635 |
| - Pop-up shop in Shinsegae department store | DKK 15.195 |

Extra Company Representatives

If your company wishes to participate with more than two persons, an additional amount of DKK 3,600 will be charged per each additional person. This also covers one extra seat at lunch and one extra seat at dinner.

Additional packages such as individual seminars, pre-arranged B2B meetings, site visits and product displays can be purchased at an additional cost:

Individual Seminar:

Please contact the embassy directly for prices and further planning

Pre-arranged B2B contact meetings:

Please contact the embassy directly for prices and further planning

Sector specific site tours:

Please contact the embassy directly for prices and further planning

Visit to the Demilitarized Zone (DMZ)

Price covering 2 persons DKK 915,-

Product display in business lounge:

6 sqm. space with 2 banners and 1 cocktail table DKK 3.695

Pop-up Shop in Shinsegae Department store DKK 6.865

Additional seats at the official dinner:

Price per extra seat DKK 635

5 seats in total are included in the basic price

NB! extra seats are sold on a first come first served basis and are subject to availability.

Please register here

FOR FURTHER INFORMATION, PLEASE CONTACT:



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