

# Introduction

Welcome to Danish business! This guide takes you through nine business sectors where Danish companies have comparative advantages that make them stand out on the global markets. You will find both highly specialised small and medium sized companies and large global players.

Common to international Danish companies is their understanding of the demands they have to meet to stay competitive. The nine business sectors have gained a strong position due to their ability to adapt to globalisation and to find their optimal position in the global division of labour.

Danish companies are some of the most progressive in outsourcing. While much of the production has been placed in countries with more cost-effective production conditions, the Danish headquarters have specialised in design, innovation, sales, customer-relations, strategies and effective business models. Across sectors, Danish competitiveness consists in the high level of knowledge that is put into services and products. Often, the Danish products are not the cheapest – but very often, they are the best. The cost-quality balance is optimal.

A well-developed public sector and high law-based standards in Denmark have contributed to the development of competencies in Danish business. Often Denmark is at the forefront when it comes to placing demands on business regarding environmentally friendly production, labour rights, consumer protection etc. At the same time, many Danish companies have specialised in cooperation with the public sector and deliverances to the welfare state. This strong public-private link has pushed Danish business to adapt their products and services to high demands and specialised functions and this has created a platform for exports to other countries that prioritise development.

Danish companies are world leaders in Corporate Social Responsibility which has become an important competitive factor. Environmental protection, good working conditions and a strong social profile are a natural part of doing business in Denmark. Responsible and sustainable business processes follow Danish products and services across borders to the benefit of business partners, customers and consumers all over the world.

All nine sectors in this business guide are strongly represented in Thailand already and the potential is expanding in years to come. Most Danish companies enter Thailand in a joint venture with Thai partners as the local knowledge and networks are invaluable. In return, Danish companies can offer strong brands and services as well as innovative and effective business models and international insight.

Every year, new ways of cooperation are explored by Danish companies in Thailand. Let this guide to absolute strongholds in Danish business inspire you to do (more) mutually rewarding business with Danish companies in the future.