

The service sector

The Danish government wants to develop Denmark further as a knowledge society, as the economy's dependence on technology and know-how is increasing in order to manage on global markets. The Danish service sector is key in this development and in securing the export potential of Danish business.

Once an industrial society, Denmark is now considered a knowledge and service society, with the service sector contributing with 74% of the total private production. Furthermore the sector is employing three fourths of the Danish workforce, and it has the highest percentage of highly educated employees. The productivity pr. employee is very high, which emphasizes the sector's importance in the Danish economy. Taken into consideration that Denmark is a small country, many Danish service companies are proportionally large and active in an international context. Denmark is the world's 15th largest exporter of services, with an export in 2006 of Bath 2,000 billion, constituting 36% of total Danish exports.

In both a direct and indirect way the sector contributes to the Danish economy. Directly as the sector adds value to the Danish economy and employs more people pr. year than any other sector. Indirectly as other sectors, for example the industrial sector, outsource some of their tasks to the service sector in order to adjust to the demand for specialisation in the global economy. In this way, service companies contribute to the competitiveness of many companies across sectors and their abilities to export and innovate.

The service and consulting companies operate within numerous sectors; the experience economy, private health, building and construction, transport and logistics, security, catering and tourism, facility services, agricultural development, banking, insurance, IT, telecommunication, graphic design and general business consulting and services. What characterizes the Danish service sector is the high level of know-how, which also contributes to the competitiveness of the sector when exporting knowledge and service. This is to a large extent a result of the Danish education system. In addition to basing their consultancies on highly professional training and technical and scientific learning, the Danish consultant companies also possess the ability to analyse critically the conditions in different countries and cultures and adapt their business models to these.

The largest part of the exports of Danish services consists of transport, especially shipping, succeeded by technical consultancy, auditing and IT, while services such as tourism, security, cleaning and communication are of growing importance. The fact that the exports of Danish services reached a higher level than the exports of goods to Thailand in 2006, emphasizes Denmark as an obvious business partner when other countries wish to improve their level of know-how and technical expertise.

The Danish Chamber of Commerce: www.danskerhverv.com

The Confederation of Danish Commercial Transportation and Service Industries: www.hts.dk

The Ministry of Economy and Business: www.oem.dk