



Denmark - Developing Opportunities for Smart City Solutions



Looking to develop and implement solutions that create 'smarter cities'? Looking for strategic partnerships and highly-skilled personnel to create Smart City ideas? Looking for R&D as well as test and demonstration opportunities?

Have a look at Denmark!

The market for Smart City solutions in Denmark is expected to grow rapidly in the near future. Danish municipalities will increasingly look for international input to solutions to further develop 'smarter cities'. These cities will be in demand for intelligent and effective solutions building on ICT technology as a core infrastructure.

The need and desire for smarter solutions combined with top-class test and demonstration facilities makes Denmark an ideal place to develop and implement Smart City solutions.

Denmark is the ideal place to develop and implement Smart City Solutions.

Top 3 Reasons for Choosing Denmark

1. Market access and strategic partnerships with cities, municipalities and regions

Danish municipalities and regions are eager to develop and implement Smart City solutions:

- 50% of Danish municipalities are working with Smart City activities (CEDi, 2014).
- 80% of these municipalities expect to increase the activities within the next two years (CEDi, 2014).
- The ambitious Smart City strategies bring forth a good opportunity for foreign investors to enter strategic partnerships with the municipalities and regions.

2. R&D cooperation with universities and research centres

Several R&D projects regarding Smart City solutions have already been initiated at different universities and research centres, among these:

- **DTU - CITIES centre:**
Works to create IT solutions for the analysis, operation and development of integrated energy systems in cities.
- **Aarhus University - Smart Cities:**
Engages with society to create solutions that deal with societal challenges and to enhance digital urban living.

- **Danish Outdoor Lighting Lab (DOLL) @ City of Albertslund:**
Aims at companies that work with lighting, intelligent management and Smart City solutions and offers the set up and testing of outdoor lighting in scale 1:1.

3. Access to clusters and availability of highly-skilled personnel

Collaboration with research centres is a great opportunity to access different key stakeholders in the municipalities and collaborate on the demand specifications for future tenders.

Furthermore, cooperation with Danish universities gives you access to highly-skilled personnel and offers a great opportunity to access publicly funded research projects.



The Market is moving in Denmark

Smart Cities are high on the political agenda and several Danish municipalities are strongly promoting various activities:

Copenhagen

The city has the ambitious goal of becoming the world's first carbon-neutral capital by 2025. In order to achieve this, the city is determined to implement new and innovative solutions within water, heating, transportation, waste management and alternative energy sources.

Aarhus

The aim is to build a strategy for the future digitalization of Aarhus city in close collaboration with the citizens, academia, companies and public authorities.

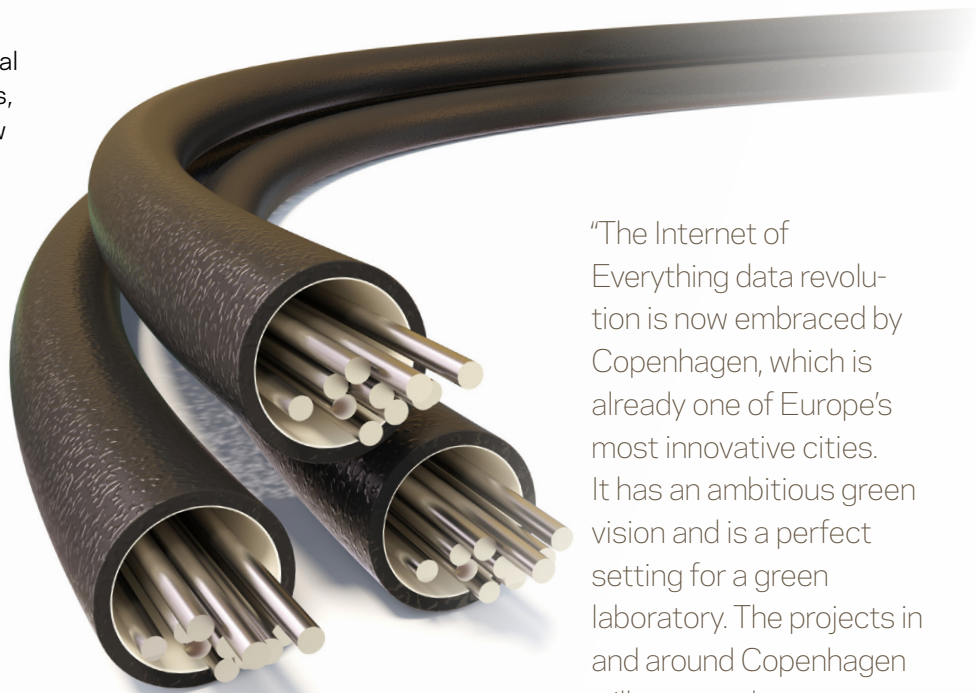
Companies making investments in Denmark:

Citelum

French company Citelum won the 80 Million DKK contract to install energy efficient lighting in Copenhagen. After winning this Danish tender, Citelum established a Danish Head Office and an Operational Site. The tender is part of the capital's Smart City strategy and covers renewal, development, operation and maintenance of street lighting.

Cisco

Cisco has entered into a partnership regarding the further development of the Internet of Everything with the municipalities of Copenhagen, Albertslund and Frederikssund because of the clear green profile of these cities.



"The Internet of Everything data revolution is now embraced by Copenhagen, which is already one of Europe's most innovative cities. It has an ambitious green vision and is a perfect setting for a green laboratory. The projects in and around Copenhagen will serve as best practices bringing greater efficiency, cost savings and sustainability that other cities in the world can reproduce."

Wim Elfrink, Executive Vice President, Industry Solutions, Cisco

We Speak Business

Invest in Denmark provides your company with a tailor-made solution for locating your business in Denmark. We measure our success by how well we contribute to yours. So, if you are considering setting up business or expanding your activities in Denmark, make us your first stop.

Our specialized staff across the globe has the corporate background, industry insight and well-connected networks to advise you on every aspect of locating in Denmark. Not only when you set up, but also as your business grows. Our tailor-made solutions include connecting companies with key local contacts, arranging fact-finding tours and providing comprehensive benchmark analyses. We make sense of local legislation and advantages of locating in Denmark - all free of charge and in guaranteed full confidentiality.

We Look Forward to Hearing from You

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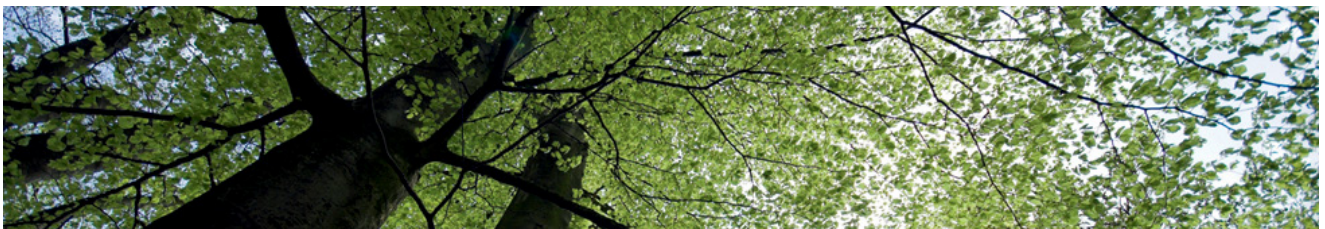
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