



Flanders

State of the Art

Incoming Delegation Fevia November 2022 – FIT-Copenhagen

Prologue

The country: Facts & Figures (in a nutshell)

Promising and All-Time-High performing Sectors and Companies

About the Food and the Food Sector

Don't Forget: Do and Don'ts / Tips and Tricks

Epilogue



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Prologue

Scandinavia: growing attention “Noordstrategie”/”Blik op het Noorden”

Within Scandinavia: 2 countries in premier league: SE & DK

Arguments in favor of DK

Very preliminary, temporary and intermediate conclusion

DK: Scandinavia for Beginners



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The Country: Facts & Figures

Size: 43 K km² (1,4 * BE)

Population: 5,8 mio (0,5 * BE (11,6) and almost FL, (6,6))

Top 4 cities: “Big” is relative

- (Greater) Copenhagen: 1,3 mio
- Aarhus: 345 K, Aalborg: 213 K, Odense: 204 K

GDP: 400 bn USD (vs 600 bn USD in BE)with 1/3 of GDP origin CPH

GDP/Capita: 60 K USD (vs 45 K USD in BE): high purchasing power

Export FL to DK: +- 3 bn USD (20^e export partner)

Import in FL from DK: +- 1,3 bn USD (35^e import partner)



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Promising and All Time High Performing Sectors and Companies

Climate Tech:

Health Tech:

Biotech and Pharma:

Building, Mobility & Infrastructure, Architecture, Urbanisation & Smart City:

Not to forget: Danish Design, Fashion, Creative and Artistic productions & series and Food

Keen on: “Tech”/Digitization/Sustainability



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About The Food and the Food Sector

Implication of the aforementioned and translated into the food sector:

Early Adopter

Structure of the food & (retail) market: a Paradox?

Topnotch and number 1 & 2 world renowned Michelin-star rated
Noma & Geranium

versus

A series of so called discounters

Eco- and other labels:

Oops: TVA and Taxes:



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Don't Forget: Do's and Don'ts / Tips and Tricks

Make it or break it

Another Nation Another Cultural Identity

Numerous,...

Be in Time, Be prepared, Make it concise,

“Hej Joe”, an initial (very) short “semi-formal” and distant attitude transforms in an informal though correct way of doing business (North versus South)

“Janteloven”/The law of Jante: Code of conduct

putting society ahead of the individual not boasting about individual accomplishments

“Lagom” (SE): A Lifestyle

based on social awareness, moderation and sustainability



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Epilogue:

Think Denmark...and you think...it (almost) right...



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