

COPENHAGEN
CAPACITY

Fra Vision til Virkelighed – hvad skal der til?

v/Marianna Lubanski, direktør, Investeringsfremme



Copenhagen Capacity at your service

We invite you to tap into the free services of the world's best regional investment promotion agency.

A seamless, cost-efficient entry into a foreign market requires extensive local knowledge and insight.

Copenhagen Capacity is Greater Copenhagen's official organization for investment promotion and business development.

We are a non-profit organization. Our services are available to all foreign owned companies free of charge and are provided in full confidentiality.

20 years of experience have made us experts at what we do.

The world's most innovative regional
investment promotion agency

- The Global IPA Innovation Awards 2013

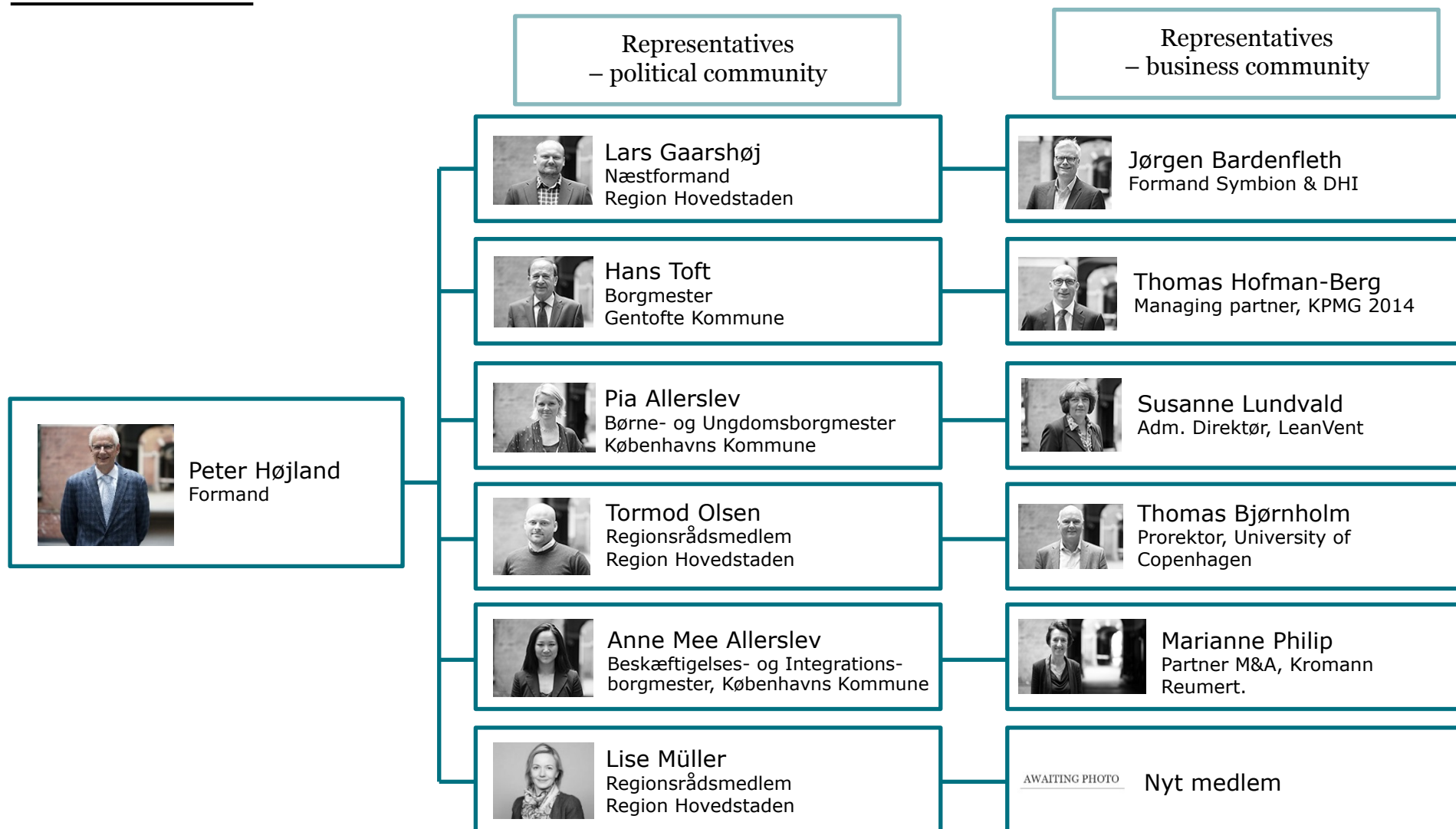


Top Investment Promotion Agency,
Western Europe - regional

- SITE Selection Magazine 2016



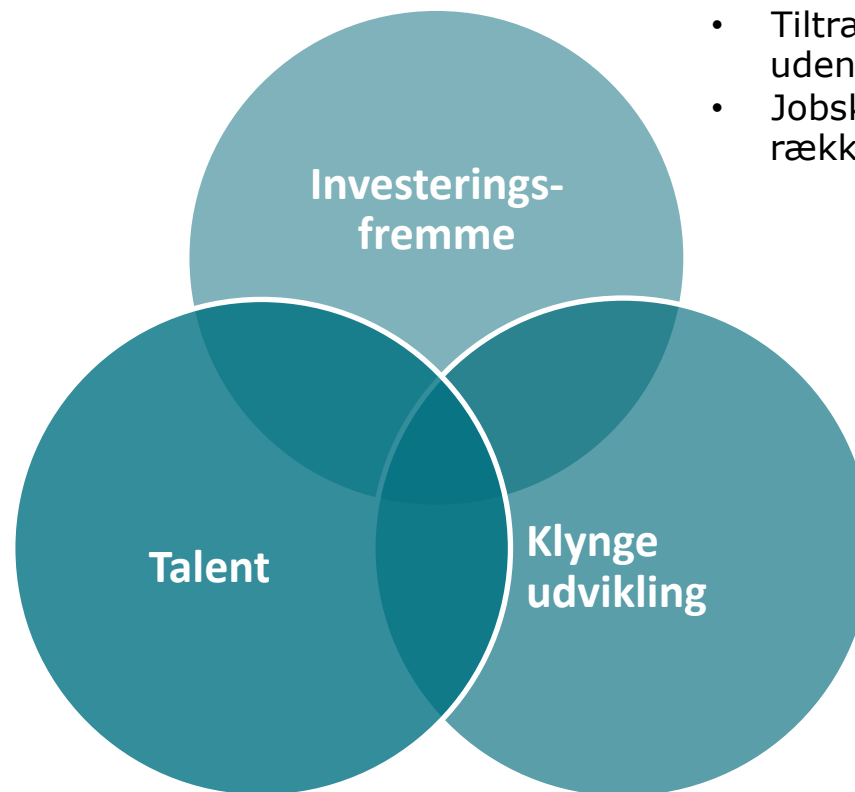
Bestyrelse





Hvad laver Copenhagen Capacity?

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- Tiltrække og fastholde talent i København.
 - Sikre gode rammevilkår for internationale talenter.
 - Information, viden og koordinering mellem aktører, som arbejder med internationale talenter.



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- Promovere regionen internationalt.
 - Tiltrække og fastholde udenlandske virksomheder.
 - Jobskabelse inden for en række sektorer.

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- Udvikle og opretholde regionale klynger for at skabe vækst.
 - Forbedre regionalt samarbejde.

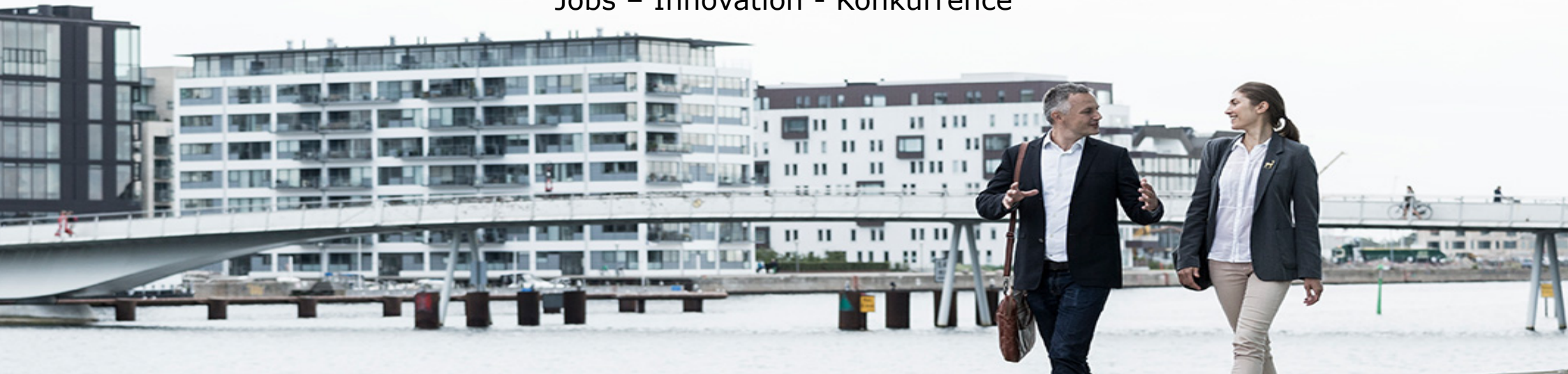
➤ Resultater 2016

- 1377 direkte jobs fordelt på 27 investeringssager + 909 indirekte (svarer til hvad én kommune har af udenlandske jobs pr. gns. i GC)
- 222 udenlandske specialister i samarbejde med 83 danske virksomheder, hvor den danske talentmasse ikke slog til
- Greater Copenhagen markedsføringsplatform etableret og digitale kampagner i gang med +10 millioner besøgende
- 200 erhvervsdelegationer på besøg fra 49 lande
- 431 millioner DKK i skatteprovenu

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Hvorfor udenlandske investeringer?

Jobs – Innovation – Konkurrence

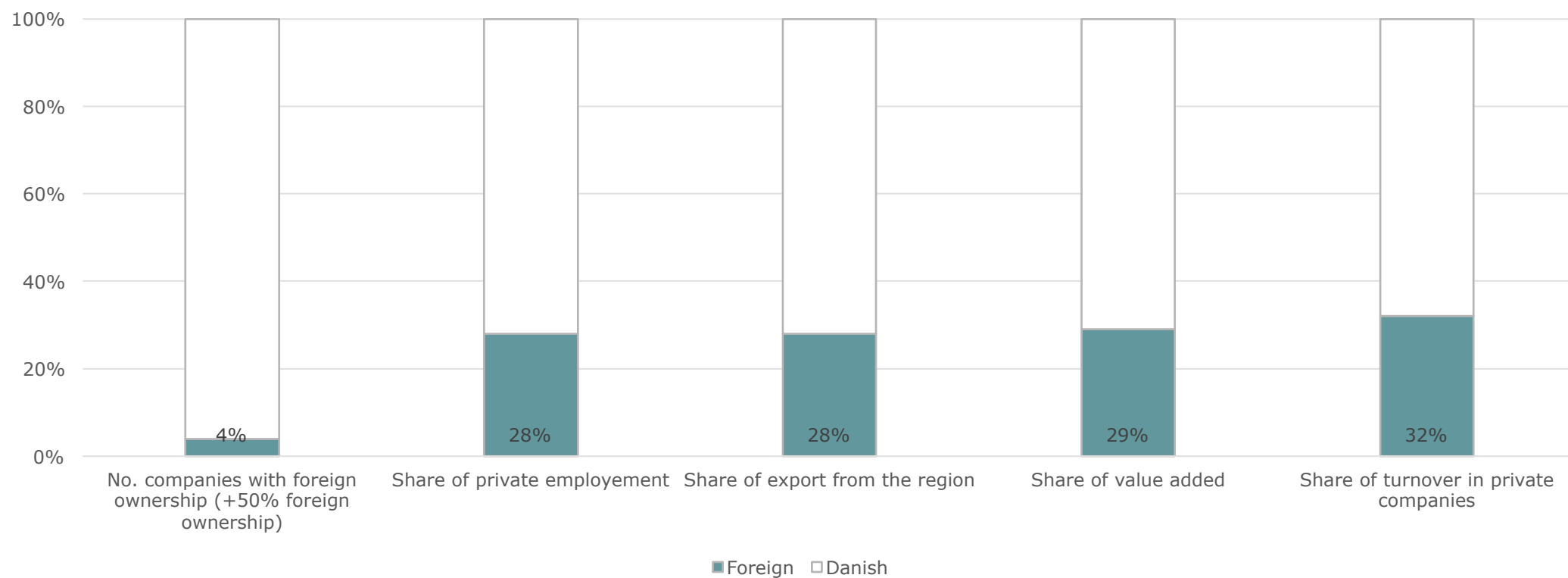


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FDI og dens betydning for vores region

Greater Copenhagen - importance of foreign owned companies



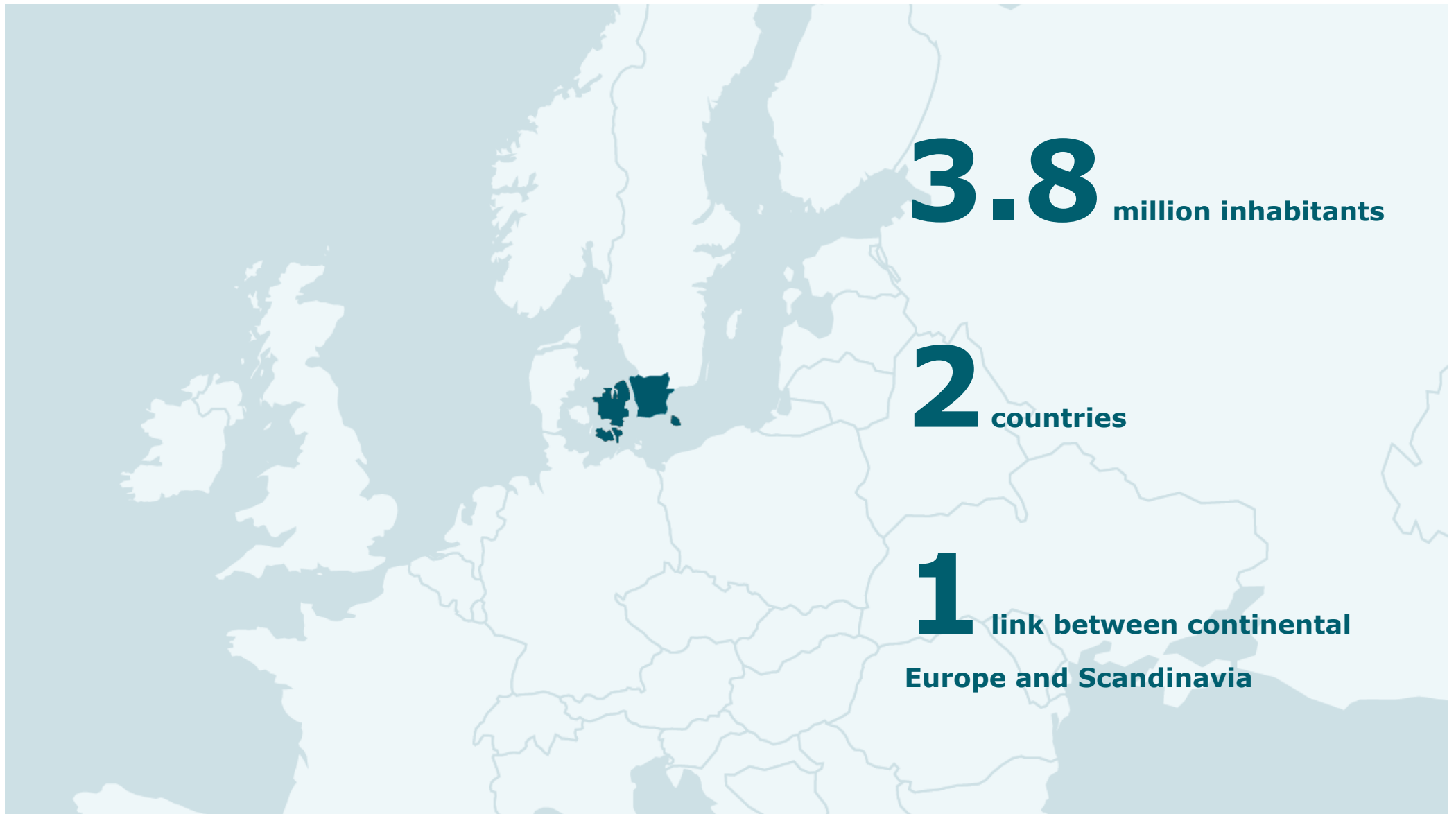
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WELCOME TO
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Welcome to Greater Copenhagen



Why Greater Copenhagen

Strong infrastructure

150 global flight connections and direct flights to 26 cargo destinations. Copenhagen Airport is the largest international airport in the Nordics, and it has been voted Europe's best airport five times in the last ten years. Harbours, bridges and an integrated railway system facilitate easy supply of goods and services.

1

Number one in Europe for ease of doing business

- World Bank 2012-2016

Knowledge-intensive

With 14,000 researchers; 19 science parks and innovation incubators; and 17 universities and colleges of higher education, Greater Copenhagen offers Scandinavia's most knowledge-intensive research and business environment.

Easy access to 100 million consumers

Greater Copenhagen links continental Europe, Scandinavia and the Baltic countries, providing access to a market of 100 million consumers within 24 hours and Scandinavia's highest density of population and businesses.

Clean and green

Strong competencies in renewable energy, waste and water management, recycling and upcycling make Greater Copenhagen a frontrunner for green investments and innovation. By 2025, Copenhagen City aims to be the first carbon-neutral capital in the world.



Copenhagen is the **most liveable city** in the world.

- Monocle 2013
and 2014

Taste the good life

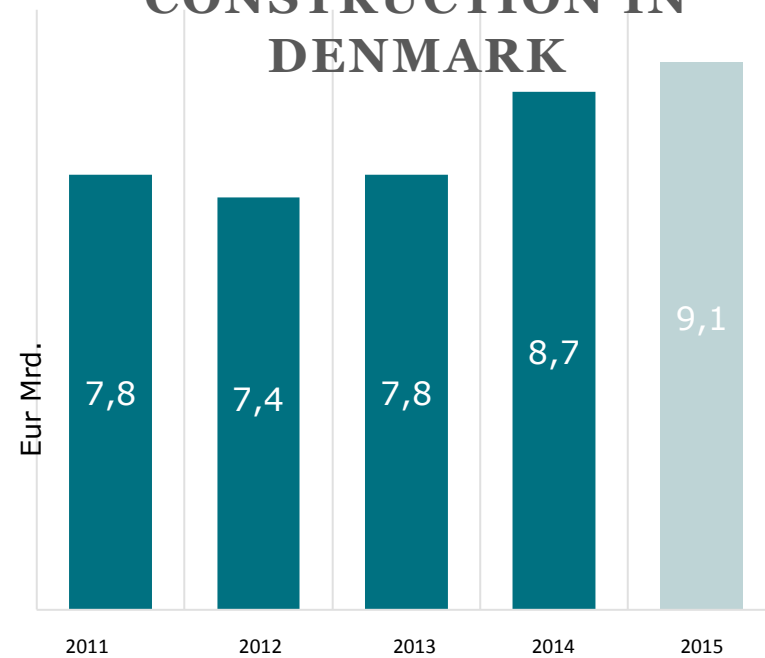
World famous architecture, historic castles, elegant Scandinavian design, cutting-edge fashion, breathtaking coastal cliffs and Michelin star winning Nordic cuisine. Greater Copenhagen is brimming with sights and experiences for those who appreciate the good life.



A great place to live

Greater Copenhagen has it all: Copenhagen City – a trendy, vibrant metropolis – miles of white beaches and numerous small family-friendly towns within short distances of the city. Greater Copenhagen offers high living standards, a unique work-life balance and opportunities for the entire family.

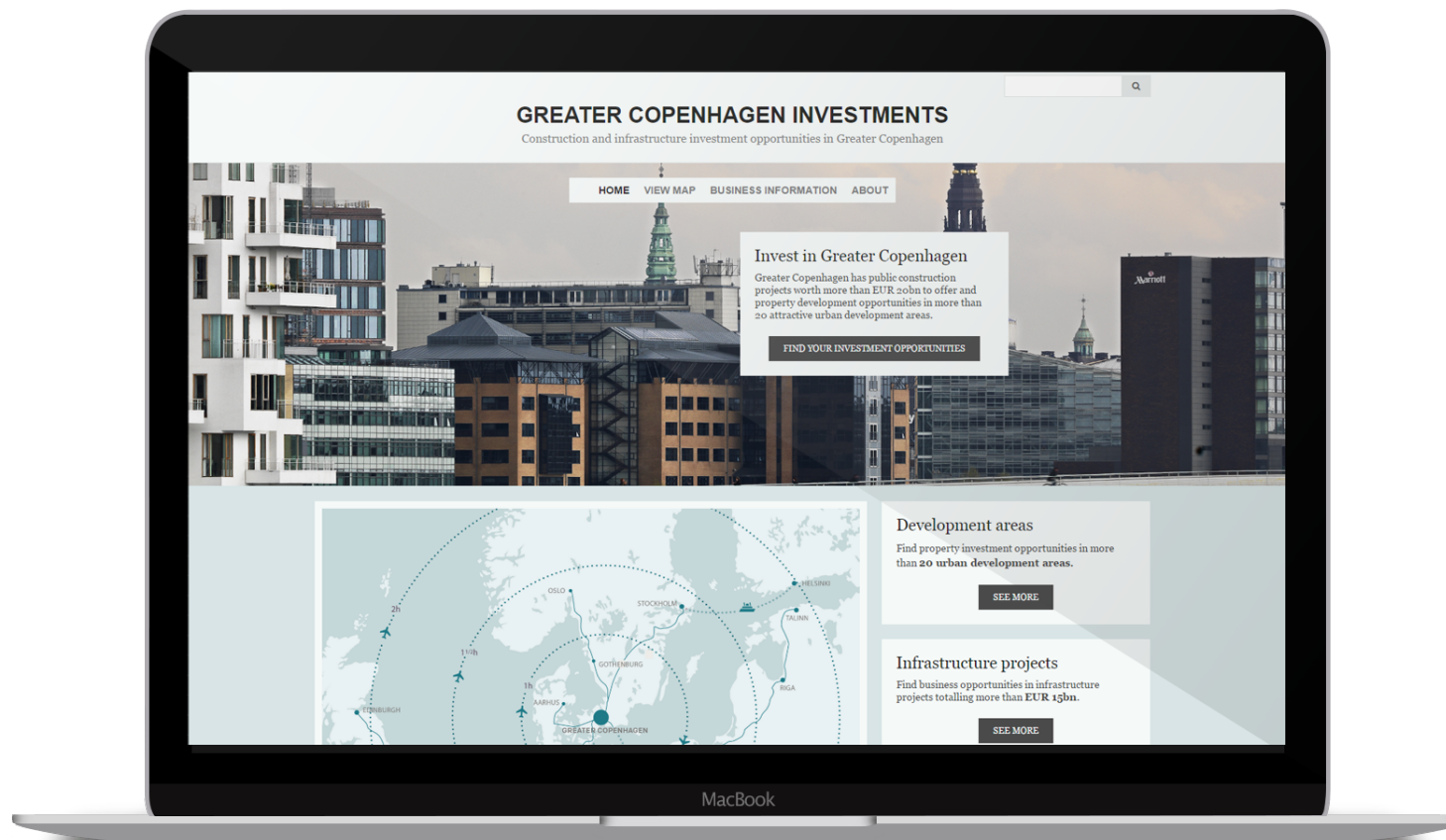
TOTAL CONSTRUCTION IN DENMARK



Source: CRM-Byggefakta A/S (2015)



www.investcph.com



The talent you need to succeed



Number two in the
world for worker
motivation

- IMD, 2015



No. 4 in the world for
readily-available skilled
labour

- IMD, 2015

A happy nation

Denmark is continuously
ranked among the absolute
top few countries in the
World Happiness Report.



The world's third-most
talent competitive
country

- INSEAD, 2013

Copenhagen tops Quality of Life Index

Three times, Copenhagen has
won the prestigious title as
the world's most liveable city
awarded by the international
magazine Monocle.

Europe's most flexible labour market

Copenhagen offers the
most flexible hiring and firing
legislation in Europe providing
supreme up and down-scaling
conditions.

Talent hub

The Copenhagen region
has Scandinavia's largest
recruitment base of
highly-skilled Danish and
Swedish employees and
Scandinavia's biggest
pool of private and publicly
employed researchers.



Our Talent services

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International recruitment campaigns

Empower your company – think Denmark

Attract international specialists through targeted, free recruitment campaigns.

Talent Attraction Denmark promotes Denmark as an attractive career destination to international specialists by implementing targeted recruitment campaigns in collaboration with Danish companies.

The Talent Attraction Denmark campaigns are a complement to your company's existing recruitment efforts. The campaigns target passive job seekers among international specialists working within cleantech, life science and ICT.

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Company Challenge

Strengthen your company's reputation as a workplace – and attract the most skilled young professionals.

In the Company Challenge, Copenhagen Capacity invites a group of selected international students to solve your business challenge. It allows you to handpick the best talent and strengthen your company's reputation as a workplace.

The Company Challenge is a free initiative in Denmark, which will help newly-graduated employees retain and develop skilled staff.

With Company Challenge, Copenhagen Capacity selects a group of international students to match your company's needs, will solve a case based on your company's current business.

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Toolbox to improve your employer branding

Empower your company's recruitment of international professionals with free marketing materials highlighting life as an expat and employee in Denmark.

Download the material here:
www.talentattractiondenmark.dk

Your company's reputation, market position and play a major role in attracting future employees. Expats also have a great need to feel confident of life in the new country and community in which to set up a new life with their family. The Talent Attraction Denmark Toolbox will help your company communicate clearly and free of charge.

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Free app for international recruitment

The free Move to DK app simplifies the process of relocating to Denmark providing a checklist of practicalities to take care of before and after moving.

Move to DK is a practical checklist for international talents considering Denmark. By sending the free app to potential employees, your HR department can save resources and provide top service to your future employees.

Move to DK is a mobile application for phones and tablets, which helps companies in Denmark in attracting international employees by simplifying the relocation process.

Move to DK serves as a step-by-step checklist and a one-point entry to the many websites and authorities to contact regarding relocation to Denmark to live and work. This app answers many of the practical questions that international talents would otherwise contact your company's HR department for help with.



Klynger og projekter



mediconValley



clean
INNOVATING GREEN SOLUTIONS

- **Klynger**

- Copenhagen HealthTech Cluster (CHC)



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HEALTHTECH
CLUSTER

- **Projekter**

- Copenhagen Connected
- Cross Border Science and Society: MAX IV & ESS



GLOBAL
CONNECTED



ESS & MAX IV:
Cross Border
Science and Society



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Thanks

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