

THE DANISH TRADE COUNCIL

# EXPLOIT YOUR POTENTIAL TO ACCELERATE GROWTH



VITUS PROGRAMME 2020



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
*The Trade Council*

# INTRODUCTION

An elite programme offered by the Danish Trade Council (TC) to small and medium-sized enterprises (SMEs) with promising export opportunities.

## THE VITUS PROGRAMME

Danish SMEs with export ambitions are eligible for subsidised export assistance with the Danish Trade Council on our foreign representations.

Each company receives 265 hours of counselling spread across an intensive and accelerating period of 12 months encountering both a strategic and executing phase to prepare for scaling of their businesses.

The essence of The VITUS programme is solid preparation and resilient execution during 12 months of close collaboration with our experienced advisers.

The Trade Council is a part of the Ministry of Foreign Affairs, providing assistance within exports, innovation, internationalisation and investment promotion.

The Trade Council is present in more than 60 markets, and assists more than 3,500 companies annually.

## APPLICATION CRITERIA

In order to qualify, the company must comply with the following criteria. Also, applicants will have to present their business case to a selection panel upon admission into The VITUS programme.

**01** Fewer than 250 employees

**02** Max turnover of DKK 375 M

**03** Compliance with international rules for government subsidies\*

## APPLICATION PROCESS

Application form for the VITUS programme is available on [www.vitus.um.dk](http://www.vitus.um.dk). The next application deadline is **March 2nd 2020**

## CONTACT

Please consult rules and regulations for VITUS on [www.vitus.um.dk](http://www.vitus.um.dk).

Questions, comments or inquiries concerning the application:

**Phone:** (+45) 33 92 14 56

**E-mail:** [vitus@um.dk](mailto:vitus@um.dk)

# THE PROGRAMME

The VITUS programme is a state sponsored programme designed for a group of 10-12 companies with a distinct export growth potential and ambition to expand their business to a new or existing export market.

The programme is divided into three phases that will help prepare and educate the company in a step-by-step process together with a dedicated commercial adviser representing the Trade Council of Denmark, selected business executives, and export experts.



STEP 1  
**SELECTION  
PHASE**

VITUS candidates are invited to pitch their business case to a selection panel at the Ministry of Foreign Affairs of Denmark in Copenhagen.

The start-ups with the most promising export potential gets accepted.



STEP 2  
**STRATEGY  
PHASE**

Each VITUS participant is assigned a market specific advisor from the Trade Council to work with them on defining their market entry strategy.

A qualified panel of business executives facilitate several workshops and mentor the companies on their strategy.



STEP 3  
**EXECUTION  
PHASE**

The TC advisor and SMEs work closely together during the 9 months on executing the strategy.

Each milestone activity will include the TC advisor who continuously provides feedback, inputs and represents the company at meetings with potential partners, customers and/or investors.

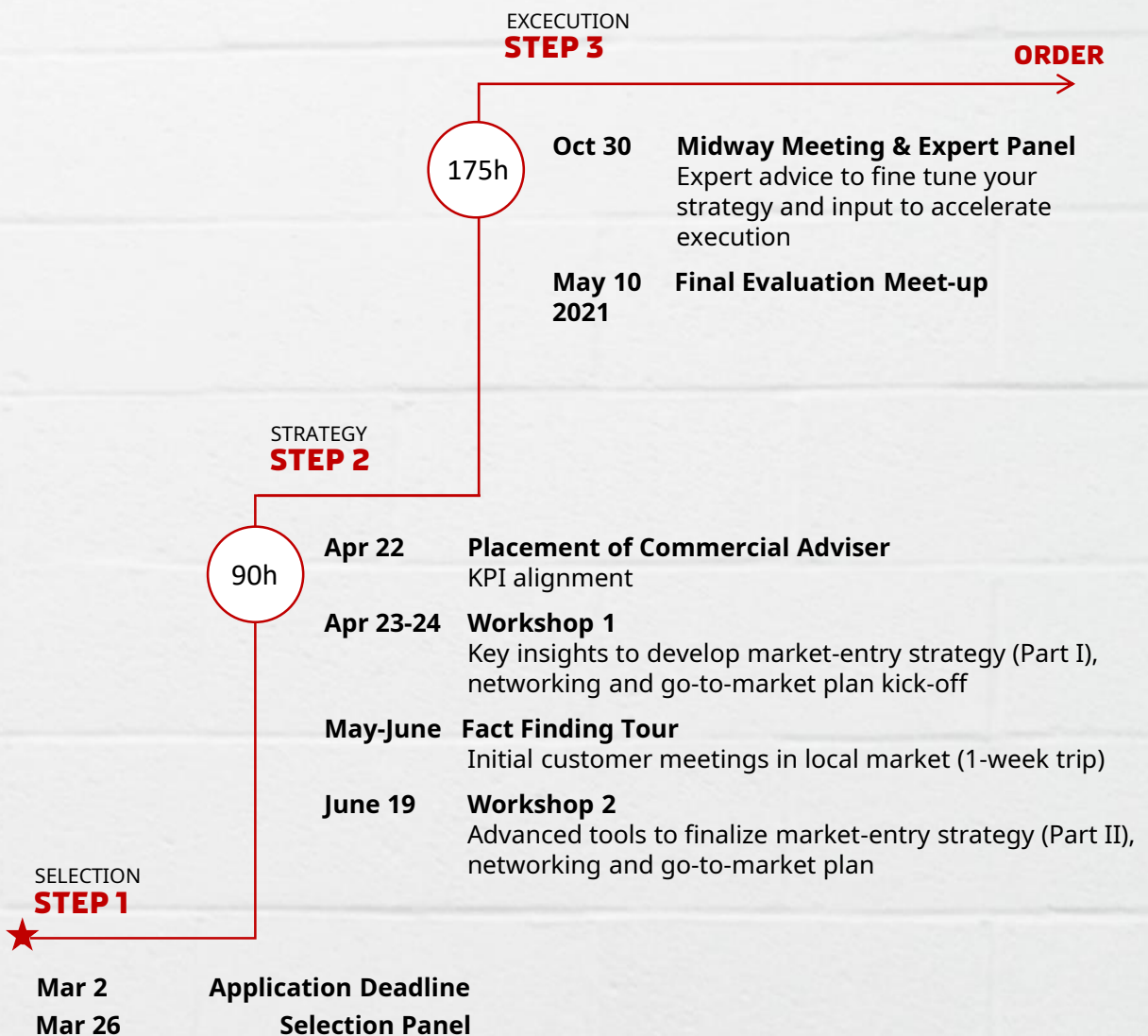
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The VITUS programme is customised to the needs of the individual participant throughout a tailor-made collaboration with a personal TC-advisor. It involves working with partner- and investor searching, mapping of distribution channels (both online and offline), optimisation of sales techniques e.g. developing a crisp elevator pitch or event hosting.



# THE FLOW

The VITUS programme consists of three phases, designed to support and consult selected SMEs. Whether you are already present in the market or it is a new market the goal is the same: To achieve a successful scaling of your business through concrete orders and sales.



The program consists of 265 hours of export counselling, subject to a 50% subsidy on the hourly rate sponsored by the Ministry of Foreign Affairs of Denmark

## CONTACT THE VITUS TEAM

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