



UDENRIGSMINISTERIET
The Trade Council

DANSK ERHVERV



Erhvervshus
NORDJYLLAND



Erhvervshus
ØSTJYLLAND



Dansk Industri



Erhvervshus
KØBENHAVN



Erhvervshus
ÅRHUS



Erhvervshus
SYDJYLLAND



Erhvervshus
SØNDERJYLLAND



Erhvervshus
NORDJYLLAND

B2B E-EXPORT – JOIN US AND MEET OUR GLOBAL DIGITAL SALES ADVISORS!

**IS YOUR COMPANY READY TO REALIZE OR OPTIMIZE ITS B2B E-EXPORTS? IT MIGHT JUST BE
YOUR COMPANY'S PATH TO GROWTH AND INTERNATIONAL SCALE-UP!**

JOIN US AT THE ROADSHOW ON APRIL 6 IN CPH AND ON APRIL 7 IN VEJLE AND RANDERS.

The Trade Council, the Business Hubs, the Confederation of Danish Industry and the Danish Chamber of Commerce invite you to a series of free roadshows on e-export with the opportunity to meet 15 *digital sales advisers* from the Ministry of Foreign Affairs' Danish Representations around the world.

- Inspiration and insight into how your business can succeed with a digital business model in your field - especially in B2B from the Trade Council's *digital sales advisers*.
- Market presentations from Europe, North and Central America, as well as the Middle East plus the opportunity for speed dating with the global advisers who are Your representatives out in the field.
- Insight into global digital B2B trends and possible export barriers from the Confederation of Danish Industry and the Danish Chamber of Commerce, ensuring you are well prepared before embarking on your e-journey.
- Knowledge of how your local business house can support your company in incorporating the digital element, and what specific grant programs you can apply for on your digital growth journey.

WHAT WILL YOUR TAKE-AWAY BE?

Inspiration and knowledge on how you can identify and cultivate digital sales channels and market opportunities, connect with relevant business partners and optimize your digital presence in a number of Denmark's most important export markets.

WHAT SPECIFIC EXAMPLES FROM THE MARKET WILL YOU HEAR MORE ABOUT?

- Danish Design Link, which provides Danish design companies with exposure and B2B access to the contract market in the USA via a dedicated "Design from Denmark"-site on the platform *Steelyard*.
- How as a Danish company within the health sector, it is possible to become a B2G supplier to the UN procurement body.
- Our partnership with Tradeling that allows your company to engage in B2B sales via a Danish platform on the largest digital B2B marketplace in the Middle East.

Read more about the program below, take a look on the Trade Council's [website](#) and sign up via this [link](#).

PROGRAMME

B2B E-EXPORT - JOIN US AND MEET OUR GLOBAL DIGITAL SALES ADVISORS!

IS YOUR COMPANY READY TO REALIZE OR OPTIMIZE ITS B2B E-EXPORT? IT MIGHT JUST BE YOUR COMPANY'S PATH TO GROWTH AND INTERNATIONAL SCALE-UP!

DATE: 6TH APRIL 2022 / TIME: 08:30-13:00 / LOCATION: COPENHAGEN

08:30-09:00 WELCOME & BREAKFAST

The Trade Council

09:00-09:20 SPARRING & SUPPORT OPTIONS AS AN E-EXPORT PRELUDE

The Business Hubs Hovedstaden/Sjælland (Erhvervshusene Hovedstaden/Sjælland)

09:20-09:30 GLOBAL DIGITAL B2B TRENDS & BARRIERS TO E-EXPORT

The Confederation of Danish Industry (Dansk Industri)

09:30-09:40 GLOBAL DIGITAL B2B TRENDS & BARRIERS TO E-EXPORT

The Danish Chamber of Commerce (Dansk Erhverv)

09:40-09:50 GLOBAL EFFORTS WITHIN B2B/B2G E-EXPORT

The Trade Council

09:50-10:20 B2B/B2G MARKET OPPORTUNITIES & BEST PRACTICES E-EXPORT

Digital Sales Advisors in Dubai/Stockholm/New York

10:20-10:40 DANISH BUSINESS CASES WITHIN B2B E-EXPORT

Business cases from MENA/Sweden/USA

10:40-12:00 1:1 SPEED DATING

Digital Sales Advisors and participating companies

12:00-13:00 LUNCH & NETWORKING

All

PROGRAMME

B2B E-EXPORT - JOIN US AND MEET OUR GLOBAL DIGITAL SALES ADVISORS!

IS YOUR COMPANY READY TO REALIZE OR OPTIMIZE ITS B2B E-EXPORT? IT MIGHT JUST BE YOUR COMPANY'S PATH TO GROWTH AND INTERNATIONAL SCALE-UP!

DATE: 7TH APRIL 2022 / TIME: 08:30-12:00 / LOCATION: VEJLE

08:30-09:00 ARRIVAL & BREAKFAST

The Trade Council

09:00-09:05 WELCOME BY AI HOUSE

Business Director Morten Damgaard Nielsen

09:05-09:25 SPARRING & SUPPORT OPTIONS AS AN E-EXPORT PRELUDE

The Business Hubs Fyn/Syddjylland (Erhvervshusene Fyn/Syddjylland)

09:25-09:35 GLOBAL DIGITAL B2B TRENDS & BARRIERS TO E-EXPORT

The Confederation of Danish Industry (Dansk Industri)

09:35-09:45 GLOBAL DIGITAL B2B TRENDS & BARRIERS TO E-EXPORT

The Danish Chamber of Commerce (Dansk Erhverv)

09:45-09:55 GLOBAL EFFORTS WITHIN B2B/B2G E-EXPORT

The Trade Council

09:55-10:25 B2B/B2G MARKET OPPORTUNITIES & BEST PRACTICES E-EXPORT

Digital Sales Advisors from Berlin/Warsaw/London

10:25-10:45 DANISH BUSINESS CASES WITHIN B2B E-EXPORT

Business cases from Germany/Poland/UK

10:45-12:00 1:1 SPEED DATING

Digital Sales Advisors and participating companies

PROGRAMME

B2B E-EXPORT - JOIN US AND MEET OUR GLOBAL DIGITAL SALES ADVISORS!

IS YOUR COMPANY READY TO REALIZE OR OPTIMIZE ITS B2B E-EXPORT? IT MIGHT JUST BE YOUR COMPANY'S PATH TO GROWTH AND INTERNATIONAL SCALE-UP!

DATE: 7TH APRIL 2022 / TIME: 13:30-17:00 / LOCATION: RANDERS

13:30-14:00 WELCOME & COFFEE/CAKE

The Trade Council

14:00-14:20 SPARRING & SUPPORT OPTIONS AS AN E-EXPORT PRELUDE

The Business Hubs Nord-/Midtjylland (Erhvervshusene Nord-/Midtjylland)

14:20-14:30 GLOBAL DIGITAL B2B TRENDS & BARRIERS TO E-EXPORT

The Confederation of Danish Industry (Dansk Industri)

14:30-14:40 GLOBAL DIGITAL B2B TRENDS & BARRIERS TO E-EXPORT

The Danish Chamber of Commerce (Dansk Erhverv)

14:40-14:50 GLOBAL EFFORTS WITHIN B2B/B2G E-EXPORT

The Trade Council

14:50-15:20 B2B/B2G MARKET OPPORTUNITIES & BEST PRACTICES E-EXPORT

Digital Sales Advisors from Oslo/Brussels/Mexico City

15:20-15:40 DANISH BUSINESS CASES WITHIN B2B E-EXPORT

Business cases from Norway/Belgium/Mexico

15:40-17:00 1:1 SPEED DATING

Digital Sales Advisors and participating companies

PROGRAMME