



Co-funding of expenses in relation to Joint Trade Promotions

Business organisations and companies working with export and internationalisation act as coordinators for the [joint trade promotions](#) and as such have full discretion to choose local partners.

Please check our [webpage in Danish](#) for templates and guidelines.

Activities and expenses eligible for subsidy

The Trade Council can subsidise up to 50 pct of the approved and eligible joint expenses. Each company participating in a joint trade promotion can receive a maximum subsidy of DKK 50,000 per event.

No individual company can receive a discount. However, differentiated prices are possible, depending on the degree of the companies' participation in the joint trade promotion, e.g. as a result of differences in the companies' use of space at a joint exhibition stand, etc. Differentiated payments must be justified in the final accounts and report.

Activities and expenses eligible for subsidy must be completed and paid for within the project period set out in the commitment letter, and the expenses may only include activities listed in the commitment agreement.

All income and expenses must be calculated after deducting any discounts, bonuses, etc.

The applicant must show economic frugality, including by getting competing quotes for larger tasks especially in connection with fairs and deliveries purchased internally or through subsidiaries.

If the total income exceeds the total expenses at the end of the promotion it must be reflected in the final accounts by reducing the subsidy accordingly. The joint trade promotions *cannot* generate a profit.

The following activities are eligible for subsidy:

- The applicant's and any subcontractors' time usage related to the planning of activities, implementation and follow-up, corresponding to:
 - Max. 20 hours per participating company, max. 300 hours in total. This applies to both physical and digital joint trade promotions.
 - Max. 25 hours per participating company, max. 400 hours in total with participating government ministers. This applies to both physical and digital joint trade promotions.
- The hourly rate in the budget must be based on the real cost and the market price for the different tasks, with a maximum amount of DKK 1,120 per hour for the coordinator and other external subcontractors. For services provided by Danish missions abroad, TC's hourly rate in 2024 is DKK 1,120.
- The administration of the project must be organised in a way that allows for appropriate registration of the applicant's own time consumption and all costs. Expenses eligible for subsidy *cannot* be converted to payable hours or vice versa.



- Planning of the joint trade promotion/the delegation visit, including planning meetings with companies.
- Identification of local organisations, companies, etc. in the target market in order to plan and conduct meetings and prepare company profiles for the Danish and local/foreign participants in the meetings.
- Campaigns, press coverage, etc., to create awareness of the Danish group of companies on the market, including production of joint marketing material, including catalogues with a presentation of the Danish companies participating in the joint trade promotion. This includes printed as well as digital marketing materials.
- Implementation of a joint programme for the foreign delegation, including companies, demonstration facilities, relevant trade fairs, etc. in Denmark. Visits to trade fairs cannot be the primary purpose of the visit.
- Individual business meetings during visits between the Danish companies and the visiting delegation.
- Network events in the form of joint seminars, symposiums, workshops, etc. on the target market in order to present the Danish business community and provide the participating companies an opportunity to present themselves and their products and services to potential partners, local organisations, press and authorities.
- Meetings between the Danish companies and selected potential partners in the target market.
- Joint visits to organisations, companies etc. in the target market.
- A joint stand at relevant trade fairs.

The applicant has the opportunity to obtain offers from Danish missions abroad (embassies, consulates general, trade offices, etc.) or other subcontractors for services in connection with e.g. the identification of local companies and cooperation partners, planning of match-making sessions, seminar, as well as implementation of the joint trade promotion. Remuneration of expenditures for this type of subcontractor(s) follows the hourly rates previously listed. Subcontractors/co-organisers **must be mentioned by name** in the budget and when submitting the final accounts.

The following types of expenses are eligible for subsidy:

- **Purchase of services** from various subcontractors such as consultants, interpreters etc.
- Implementation of **activities to raise awareness and nurture the market opportunities on the target market**, including the production of a joint presentation catalogue/joint material.
- Expenses for joint **trade fair catalogue** (printed or digital).
- A maximum subsidy of DKK 10,000 for specific expenses relating to **information meeting/workshop** with the participating companies regarding preparation of the joint trade promotion and the framework conditions on the target market, including external introductory speaker.
- **Rent of facilities** in connection with a conference, seminar, presentations, contact meetings at the target market, etc.



- **Joint fair stand** (area rental, freight of shared fair goods, stand construction, decoration/branding, furnishing and dismantling).
 - Including hours, hotel and travel for the builder of the stand (in compliance with the governmental rates, cf. Appendix C. Please note that *only one representative per applicant* is eligible for subsidy, cf. travel and hotel expenses below), registration fee, if such is required by the fair management for the exhibiting companies, as well as operation of the trade fair stand (electricity, cleaning, etc.).
- Non-alcoholic drinks and snacks for **meeting catering at the exhibition stand**.
- One **networking reception** and one **lunch or dinner**, i.e. maximum two events per joint trade promotion with the participation of foreign business contacts. See Appendix B (for indicative cover rates per person in a selection of countries).
 - If an event is held in a restaurant, 150 pct of the cover prices can be used. If an event is held in the embassy's premises or other rented premises, expenses and staff can receive subsidies in addition to the cover prices.
 - Events with cover prices exceeding the Ministry of Foreign Affairs' recommended cover prices are permitted; however, the trade promotion arrangement **only provides subsidies up to** the recommended cover prices. Any costs exceeding the cover prices must be covered by the coordinator and companies outside the subsidy budget.
- **Travel and hotel expenses**
 - *For one representative of the applicant* on the cheapest economy class and hotel of reasonable standard, cf. the Governmental Circular Note on Official Journeys (see Appendix C). If the group of participating companies exceeds 25, the subsidy can cover travel and hotel expenses for *two representatives of the applicant*. Please note that the subsidy can cover the applicant's travel with arrival one day before the joint trade promotion starts and departure the day after the end of the joint trade promotion.
 - *For delegation visits to Denmark*, the subsidy can be used to cover hotel expenses for one representative per company from the foreign delegation in accordance with the rates in Appendix C, however, the total subsidy for the hotel cannot exceed DKK 50,000.
- Expenses for **joint transport** as part of the overall joint programme during the joint trade promotion/delegation visit, e.g. bus rental.
- Expenses for **external speakers** unrelated to the organisations concerned and participating companies.
- **Auditing of project accounts** (only mandatory for projects with approved subsidies of more than DKK 200,000).
- For **virtual promotions**, the subsidy can cover consulting services, shared image and video material, etc., as well as the rental of IT equipment. Subsidies cannot cover the purchase of IT equipment and solutions.
- Joint activities on online marketplaces, e.g. in the form of establishing a joint Danish "landing page" or preparation of the companies' presence on digital platforms. Similar to physical joint trade promotions, TC's logo must appear clear and legible.



- Cf. The Finance Act of 2024 §06.41.03.20, Danish missions can apply for 100 pct financing of incoming visits by public authorities from other countries for the purpose of presenting Danish solutions. In these cases, **all travel costs** for the foreign delegation are covered according to the governmental rates.

TC must approve any other types of expenses in relation to the joint trade promotion, and which are not mentioned above, prior to the promotion.

If only a part of the approved activities is carried out, or if the project is less expensive than budgeted, the subsidy will be reduced accordingly. Similarly, the number of hours eligible for subsidy will be reduced if the initiative is conducted with fewer companies than budgeted. It is the applicant's responsibility to ensure that the hour cap corresponds to the number of participating eligible companies.

**The following examples of activities and expenses are not eligible for subsidies.
Please be aware that the list is not exhaustive.**

- Study trips.
- Per diems/daily allowance.
- Renting a car for the applicant.
- Visa.
- Presents.
- Tips.
- Interest expenses.
- Travel expenses for the Danish companies going to the target market (airfare, etc.).
- Expenses associated with the applicant arranging travel and hotel for participating companies etc.
- Travel expenses including flights, hotel and per diems/daily allowances for subcontractors.
- The companies' individual expenses, e.g., individual (printed or digital) marketing material or time usage. Therefore, these expenses cannot be included in the companies' payment.
- The companies' payment cannot include membership payment/annual membership fee of e.g. an association or a fair/conference.
- Marketing expenses for use in recruiting Danish companies.
- Sale of goods or services to other Danish companies that participate in the joint trade promotion.
- Market analyses.
- Admission tickets for customers of the participating companies in connection with trade fairs (individual marketing).
- Expenses associated with the foreign delegation's trip to Denmark (airline ticket etc.) (applications from Danish missions obtaining a subsidy of 100 pct are excepted).



- The participating companies' expenses for transport between the airport and hotel (applications from Danish missions obtaining a subsidy of 100 pct are excepted).
- The subsidy cannot cover online marketing or financing of fees for individual companies' sales or for their advertising on online marketplaces, search engines or social media.
- Joint trade promotions related to sectors/industries/products/services where public support is prohibited, cf. international conventions ratified by Denmark, including the tobacco industry, cf. WHO's tobacco convention and activities related to nuclear weapons, chemical weapons or biological weapons.
- Joint trade promotions related to sectors/industries/products/services covered by the government's halt on export promotion services for fossil fuels in the energy sector abroad. The fossil energy sector covered by this is defined as:
 - Fossil-fueled power plants.
 - Drilling, exploration, extraction, refining and sale of crude oil, natural gas and thermal coal.
 - Storage, supporting infrastructure (pipelines, etc.), transport/logistics and services that are primarily for fossil fuels.

Whether the actual expenses are inclusive or exclusive of VAT depends on the applicant's VAT liability, and is irrelevant to the Ministry of Foreign Affairs.