



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.¹

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 but not limited to 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 1,250 per hour for the coordinator and other Danish external subcontractors. For services provided by Danish missions abroad, the following three hourly rates apply, divided into three country groups, cf. Executive Order No. 1399, issued on 4 December 2024, on Payment for Consular Services in the Foreign Service.

Country Group 1: DKK 780, including

Algeria, Bangladesh, Burkina Faso, Egypt, Ethiopia, Ghana, India, Iran, Jordan, Kenya, Lebanon, Mali, Morocco, Myanmar, Nigeria, Pakistan, the Philippines, Rwanda, Somalia, South Africa, Tanzania, Uganda, Ukraine, Vietnam.

¹At a subsidy rate of up to 75%, each participating company can receive a maximum subsidy of DKK 75,000 per trade promotion.

Country Group 2: DKK 880, including

Brazil, Bulgaria, Colombia, Georgia, Iraq, Indonesia, China, Mexico, Malaysia, Moldova, Russia, Serbia, Thailand, Türkiye.

Country Group 3: DKK 1,250, including

Australia, Austria, Belgium, Canada, Chile, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Croatia, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Lithuania, the Netherlands, Norway, Poland, Portugal, Romania, Saudi Arabia, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, the United Arab Emirates, the United Kingdom, the United States.

If subcontractors are involved in a promotion, the coordinator is encouraged to establish contact and agree on the process before submitting an application.

- 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 exhibition stand at relevant trade fairs.

As part of a joint trade promotion, subsidies can also be granted for activities that promote:

- Culinary diplomacy
Special funds have been allocated for culinary diplomacy, which can be used to cover reasonable expenses for carrying out gastro-activities in connection with a trade promotion in a foreign market with the participation of a minister and/or representatives from the Royal Family, as well as trade promotions arranged in collaboration with deployed state consultants or sector experts within agriculture and food.

The activities fall under the guidelines and conditions of the trade promotion scheme but include a number of **special provisions** described in Appendix 5.

Each participating company can receive a maximum subsidy of DKK 5,000 for a culinary activity, with a maximum expenditure of DKK 10,000 per company. The overall subsidy

limit for other activities within the promotion remains at DKK 50,000 per company. This means that a total subsidy of up to DKK 55,000 can be granted per promotion.²

TC must receive a separate, detailed application and budget, cf. Appendix 6. This must be submitted to eksportfrem@um.dk. The requested subsidy must be included in the overall project budget, cf. Appendix 4B, which must be submitted together with the main application for a joint trade promotion subsidy.

- Joint trade promotions to African countries and delegation visits from African countries
In light of the Strategy for Strengthened Danish Engagement with African Countries, the subsidy rate for joint trade promotions to African countries and delegation visits from African countries can be increased for commitments granted in 2025 to up to 75% of the approved and eligible joint project costs. Consequently, companies' own contribution is reduced to a minimum of 25% of the mentioned project costs.

If a culinary event is included in a trade promotion to Africa, a subsidy of up to 75% of the approved and eligible joint costs can also be granted. The subsidy per company may amount to a maximum of DKK 7,500 per company, with a maximum expenditure of DKK 10,000 per company.

The above means that the maximum subsidy per company is increased from DKK 50,000 to DKK 75,000 per trade promotion. If the promotion includes a culinary activity, the total subsidy cap per company per promotion remains at DKK 75,000.

When offsetting other public subsidies for the same activities, the total public subsidy cannot exceed 75%.

The activities are otherwise subject to the guidelines and conditions of the trade promotion scheme.

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 (the list is exhaustive):

- 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).

² See the subsidy caps for a subsidy rate of up to 75% under the section on subsidies for trade promotions to African countries.

- 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.).
 - Only one joint exhibition stand is eligible for subsidy.
 - 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.
- Additional nights are not eligible for subsidy.
- *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. At a subsidy rate of up to 75%, the total subsidy for hotel expenses can amount to a maximum of DKK 75,000.
 - 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 DKK 200,000 or more).
 - 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.

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 (the list is not exhaustive):

- Study trips.
- Daily allowance (per diem)
- 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 daily allowances (per diem) 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.)
- The participating companies' expenses for transport between the airport and hotel.
- 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 VAT-inclusive or VAT-exclusive depend on the applicant's VAT liability, and is irrelevant to the Ministry of Foreign Affairs.