

# Export Sparring

A market-approach programme



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*



## Connecting you to new market opportunities

### About Export Sparring

The Export Sparring programme is relevant for you, if your company has limited or no export experience, and wishes to enter a new export market, but are unsure how to proceed.

Through the Export Sparring programme, the Business Hub and the Trade Council can assist your company in obtaining general market information in order for your company to select the right export market.

#### Pricing details

The programme offers 15 hours free-of-charge export sparring for your company.



#### Tailored expertise

Personalized guidance from an international business advisor who understands your industry and target markets.



#### Export planning

Together with an international business advisor you will discuss your company's situation and make an export plan.



#### Market insights

Obtain general market information for your company to make an informed decision on choosing the right export market.



# Guidelines for the SME programmes

**Does your company meet the  
requirements?**

The Trade Council offers comprehensive support to SMEs looking to expand their businesses outside of Denmark. We strive to enable your company to increase its sales in both new and existing markets, offering tailored services designed to address the unique challenges and opportunities faced by SMEs in the global market, so your company can realise its export potential.



## Eligibility and compliance

### A checklist

#### **Danish Registration** ✓

Your company must be registered in the Danish Central Business Register (CVR).

#### **SME Definition** ✓

Enterprises which employ fewer than 250 persons and have either an annual turnover not exceeding EUR 50 million or an annual balance sheet total not exceeding EUR 43 million.

*Please note that the entire group structure must be considered, including linked enterprises and partner enterprises.*

#### **De Minimis** ✓

To be eligible to the SME programmes, companies when considered on a group level, cannot receive state subsidies exceeding EUR 300.000 over a three-year period (EU's "de minimis rule").

*Please note that exceptions and specific regulations may apply to particular sectors, types of services, etc. For additional details, please visit the official website of the [Ministry of Industry, Business and Financial Affairs](#)*

*For further details, exceptions etc., please refer to the European Commission's [User guide to the SME Definition](#)*

## Services

- **SME General**
- **Export Sparring**
- **Scope Your Business Model (SBM)**
- **Scope Your Business Model+ (SBM+)**
- **Strategic Business Alliances (SBA)**
- **Export NOW**

## Price

*See the Trade Council's current price rate.*

## Contact us

For further information on how the Trade Council can assist your SME in exporting, please visit our website or contact our team directly on:

 [exportsme@um.dk](mailto:exportsme@um.dk)