



Strategic Business Alliance

Promote your company's exports with strategic alliances

With the Strategic Business Alliance programme, your company becomes part of an alliance of large enterprises and SMEs that work together to strengthen their exports.

The alliances are sector focused and contribute to increased market insight, access to networks, and pave the way to export orders.



Export focused activities

Engage in targeted sales and public affairs initiatives to secure export opportunities.



Market insights and analytics

Gain enhanced market insights and mapping of potential tenders and projects with key decision-makers.



Branding and promotion

Elevate your brand with strategic campaigns and export initiatives.



Business network access

Connect with a robust network of Danish companies, industry experts, and governmental authorities to foster business growth and innovation.



Tailored advisory services

Receive customized guidance on internationalization, innovation and export financing to support your global expansion efforts.



Expand your reach

Leverage the Trade Council's extensive network of expertise to enter new markets and explore growth opportunities.

Pricing details

- SMEs can in 2024 get 50% subsidy on the hourly price.
- Companies that do not meet the SME criteria can in 2024 get 25% subsidy on the hourly price.
- Contact us for more information on the specific pricing.



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