



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

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ON BEHALF OF THE MINISTRY OF FOREIGN AFFAIRS OF DENMARK AND THE TRADE COUNCIL, WE ARE EXCITED TO PRESENT AN EXCITING NEW ERA OF THE DANISH DISTRICT ENERGY ALLIANCE.

FOR DANISH FIRMS THAT ARE LOOKING FOR ASSISTANCE WITH BUSINESS DEVELOPMENT EFFORTS , INCLUDING MARKET INTELLIGENCE FOR THE NORTH AMERICAN MARKET, WE ENCOURAGE YOU TO READ THROUGH THE FOLLOWING PROGRAM OVERVIEW TO LEARN MORE THE SERVICES AND BENEFITS OF THE ALLIANCE.

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DANISH DISTRICT ENERGY ALLIANCE

OVERVIEW 2023

Foreword

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THE TRADE COUNCIL IN NORTH AMERICA, AND BY EXTENSION, THE DANISH DISTRICT ENERGY ALLIANCE, PROVIDES DANISH COMPANIES WITH A UNIQUE OPPORTUNITY TO HARNESS THE EFFORTS OF THE MINISTRY OF FOREIGN AFFAIRS TO ACCELERATE BUSINESS DEVELOPMENT EFFORTS IN NORTH AMERICA.

THROUGH THE TRADE COUNCIL, DANISH COMPANIES CAN EXPECT TO RECEIVE VALUABLE MARKET INSIGHTS WHICH WILL HELP STREAMLINE EFFORTS TO GROW THEIR BUSINESS IN CANADA AND THE USA.

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**HANNE FUGL ESKJÆR
AMBASSADOR OF THE KINGDOM
OF DENMARK TO CANADA**



01 Introduction

North America is increasingly looking towards more energy-efficient and low-carbon solutions for the built environment due to climate change, rising costs of fossil fuels, social pressures, and stricter targets and goals for reducing GHG emissions set out by varying levels of government.

Additionally, the private sector, such as higher educational campuses and energy developers, is starting to understand the long-term economic value of sustainable development and energy options, such as district energy.

Denmark is recognized as a global leader in low-carbon district energy. Therefore, Danish companies are uniquely poised to access the North American market and leverage decades of experience developing low-carbon district energy systems across Denmark and Europe.

The Danish District Energy Alliance (DDEA) assists Danish companies to enter the North American district energy market and develop a long-term presence or fortify an existing presence. The DDEA has an in-depth knowledge of the market alongside an expansive network of key stakeholders and strategic partners, which results in more streamlined business development efforts.

The DDEA is proud to be partnered with the following Danish governmental organizations that actively support the interests of the DDEA:



The DDEA's primary objectives are the following:

- Showcase the best practices and solutions from Danish firms in the planning, designing and implementing low-carbon district energy (heating and cooling) systems.
- Support the growth of the North American district energy market by leveraging Denmark's decades of experience in energy distribution efficiency, sustainability, services, technologies and products.



02 DDEA Members

We are pleased to have had the following members as part of the DDEA during the 2022/ 2023 membership period:

The logo for COWI, featuring the word "COWI" in a bold, orange, sans-serif font.The logo for Danfoss, featuring the word "Danfoss" in a red, cursive script font.The logo for ABB, featuring the letters "ABB" in a bold, red, sans-serif font.The logo for LOGSTOR, featuring the word "LOGSTOR" in a bold, dark blue, sans-serif font with a red circle at the end of the "R".The logo for AALBORG CSP, featuring the word "AALBORG" in a bold, black, sans-serif font, "CSP" in a blue and green font, and the tagline "- Changing Energy" below it.The logo for IRONPUMP, featuring a stylized orange and red sunburst icon to the left of the word "IRONPUMP" in a bold, dark blue, sans-serif font, with the tagline "world class water pumps" below it.

Through collaboration with the DDEA, members received the following benefits:

- Showcasing Danish solutions, products and services to public and private clients across several sectors.
- Formulating partnerships and collaborations between Danish firms and leading industry players in North America.
- Experienced technical and commercial team with local representation in Canada and the United States.
- Customized business development services for Danish companies focusing on win-win solutions on both sides of the Atlantic.
- Positioning of Danish firms as trusted advisors and problem solvers for municipalities and private companies across North America.
- Through the alliance, unified representation of all aspects of district energy projects, including planning, feasibility, design, production, distribution, implementation, commissioning and O&M.



03 Service Overview

The Trade Council are pleased to present the service offerings for the 2023/ 2024 membership period. The DDEA supports Danish firms' business development efforts by actively connecting Danish companies with opportunities and strategic partners within the North American market.

During the upcoming membership period, the core service pillars of the DDEA include the following:

Business Development

Guide and collaborate on specific business development activities by combining Danish solutions and knowledge with the local market.

Market Strategy

Provide targeted insights on the specific markets and geographic regions, tailored to specific DDEA member needs and requests.

High-Level Access

Connect DDEA members with senior individuals in private corporations and utility providers in addition to government officials.

Targeted Activities

Workshops, delegations and other activities focused on knowledge sharing and identifying specific opportunities and projects.

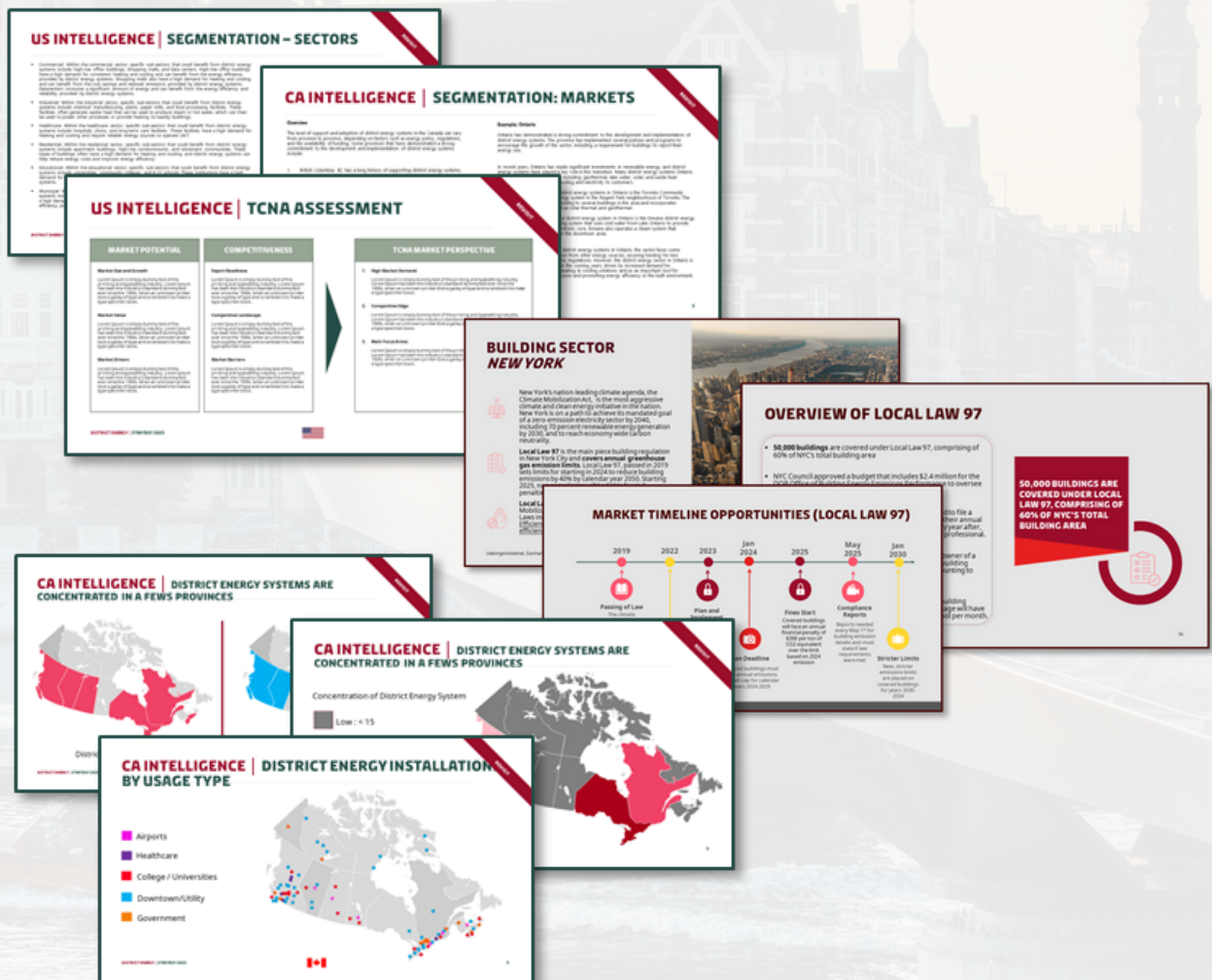
These four service lines are supported through the **local representation** of DDEA members, facilitating connections and dialogue with relevant stakeholders and decision-makers across North America.



Market Approach and Framework

A core pillar of DDEA services is market intelligence, which includes market insights and go-to-market strategies. Market insights, which are generated directly from local strategic partners, provide Danish firms with valuable and relevant information on the market and market movements based on insights from specialists strategically placed in missions across North America.

Critical market data is collected for specific locations in Canada and the United States as part of the market intelligence efforts and then presented to DDEA members through one-slide summaries and snapshots, as seen below:



The DDEA can also support and assist with developing strategies for entering new markets or expanding existing market presence, considering factors such as market saturation, barriers to entry, and competitive landscape. Mapping of relevant stakeholders and identification of key decision makers helps DDEA members formulate the following steps while also strengthening market position.



04 Closure

The DDEA is excited to share this opportunity with Danish firms and invites Danish firms to contact the DDEA to discuss how our team can support and advance the business development efforts and strategic business growth into the North American market

Through knowledge sharing and showcasing of Danish innovations, the DDEA can assist Danish firms in positioning themselves as trusted advisors for private and public clients across North America.

More information on the DDEA can be found at the following link:

 <https://thetradecouncil.dk>


Or by contacting either of the District Energy Commercial Advisors:



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