



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

CO-FINANCING OF JOINT EXPORT PROMOTIONS

THE TRADE COUNCIL

The programme for joint business promotion campaign aims to promote Danish exports and economic growth in Denmark by contributing with internationalization, competitiveness, and export turnover to the Danish business community.

The Trade Council co-finances joint export promotion events for groups of minimum seven Danish companies. One example of a business type that can apply for funds to co-finance a joint export promotion event could be enterprises providing export consultancy services.

The aim is to disseminate knowledge of market and business conditions to participating companies and create contacts to businesses and collaborators on the relevant markets.

The Trade Council can co-finance up to 75 percent of the approved project costs. The self-payment for the participating companies must be at least 25 percent of the eligible joint project costs.

Digital export promotions such as virtual promotions on online product platforms, webinars and similar digital solutions are also eligible for funds.

Green and sustainable export promotions that contribute towards a green transition will be prioritised.

PREPARATION

Elements in the preparation phase may include:

- Planning the content of a joint export promotion event, including preparation meeting with the group of participating companies
- Identification of local decision makers, organisations, companies etc. in the target market
- Campaign, press release etc., to create awareness of the Danish company group in the market, including joint marketing material

IMPLEMENTATION

This phase may include:

- Joint activity, e.g. seminar, exhibition or similar event in the target market
- Network events in the form of joint seminars, symposia, workshops etc.
- Contact meetings with potential business partners and company visits

It is possible to combine participation in a trade fair or a seminar with individual contact meetings or company visits.

DELEGATION VISITS TO DENMARK

A second variation of joint business promotion campaigns is also co-financed and provides Danish companies with support to invite new and potential customers from export markets to Denmark.

Incoming delegation visits allows Danish businesses to present and demonstrate their solutions in a Danish context. Delegation visits to Denmark help build and strengthen relations to key business partners and decision makers:

Activities can include:

- Presentation of e.g. Danish energy and environmental solutions etc.
- Participation in individual business meetings
- Participation in seminars
- Joint promotional material

USE THE TRADE COUNCIL'S GLOBAL NETWORK

Through the Danish Embassies, Consulate-Generals and Trade Offices of the Ministry of Foreign Affairs, The Trade Council is present in all major export markets worldwide where The Trade Council's global network of trade consultants with local expertise are available to the Danish business community.

LEARN MORE AT

The Trade Council's [website](#) or contact The Trade Council:

**Ministry of Foreign Affairs of
Denmark**
The Trade Council
Tel. +45 3392 0500
E-mail: eksportraadet@um.dk