

The background of the cover features a photograph of a modern building with a dark, textured facade and a sharp, white, angular architectural element. The sky is a deep blue with soft, white clouds, suggesting a sunset or sunrise. The text is overlaid on the right side of the image.

DANITACOM

Annual Report

2020

An official publication of the Italian Chamber of Commerce in Denmark

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Disclaimer:

The Italian Chamber of Commerce in Denmark has made every effort to ensure the accuracy of the information in this publication. We apologize for any error or omission.

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ABOUT US



Ten years have gone by since Danitacom, the Italian Chamber of Commerce in Denmark, was founded in Aarhus by a group of skilled entrepreneurs and professionals who saw the growth opportunities offered by the Italian and Danish trade markets.

In 2013, we were granted full membership to Assocamerestero, the major network for the Italian Chambers worldwide. In 2014, we moved to Copenhagen, and in 2015, we were fully recognized by the Italian Ministry for Economic Development.

In these ten years of activity, we have offered companies and institutions in Italy and Denmark a wide range of commercial, promotional and administrative information and training services, contributing to the development of commercial relations between the two countries.

We play a pivotal role in the evolving business environment by focusing on six main areas of activity.

- **Assisting Italian and Danish Companies**

We provide professional and tailor-made solutions for Italian companies looking to enter the Danish market or expand their business in Denmark.

- **Promoting "Made in Italy"**

We like to think about Italy as a brand that is unique and recognizable. We work daily to defend and campaign for it, focusing on time-honored sectors, such as food, wine, tourism, and fashion, but also less traditional fields, such as technology, construction, and mechanics.

- **Digitalization and Networking**

We offer our members a platform to learn from each other, discuss issues affecting business, and share best practices. We support Italian companies in their digitalization process.

- **HR Assistance**

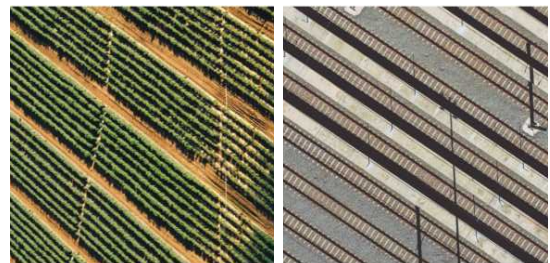
Our staff provides support for carrying out all tasks related to the management workers in Denmark, from onboarding to daily administration.

- **Accounting Assistance**

We offer fiscal advice to Italian companies based in Denmark, providing services such as VAT registration, tax declarations, and accounting.

- **Leading and Participating in European Projects**

We present proposals, create the necessary partnerships with public and private bodies, manage, develop, and evaluate single projects.



PRESIDENT'S GREETINGS

2020 was a difficult year as the world faced one of the greatest socio-economic crises of our time. Nevertheless, 2020 also showed the long-term sustainability of the Chamber and its great resilience and excellent ability to adapt to situations.

The Chamber's focus on different activities has evolved and adapted to the needs of member companies during these ten years, while still maintaining our identity, culture, and values.

We leave 2020 with an ever-increasing desire to act as a bridge between Italy and Denmark. These challenging moments have made us learn a lot about how to offer more effective and immediate support to our members.

In this context, it is relevant to emphasize how a post-crisis period quite often entails new business opportunities. Hence, we urge Danish and Italian businesses to proactively investigate how they, by an innovative approach, might strengthen their future development.



JAN
SNOGDAL

DLA Piper Denmark
Partner

GENERAL SECRETARY'S GREETINGS

Even if the coronavirus created significant uncertainty throughout 2020, we managed to stay close to those who trusted us by offering our support and guidance, even when information on the Danish and Italian market was unavailable or inconsistent.

We learned to treasure the various challenges that the future will present to us, considering them as opportunities for growth and improvement rather than just obstacles.

We have successfully improved our working methods, communication, and collaboration patterns to better support Danish and Italian SMEs and institutions in their promotional activities by implementing key digital platforms.

Digitalization has been the cornerstone of our activities throughout the year. We have started fully digital projects, and we firmly believe that digitization is the way forward.

In this regard, we are very proud to have launched the MiagastronoMia project that will become an important digital resource for Italian SMEs who wish to expand their commercial network in Denmark.

Furthermore, we have several innovative projects planned for 2021—all unfolded from insights and needs that emerged in 2020.

A heartfelt thanks goes to my skilled colleagues, the Board, our company members, and the Italian Embassy in Denmark who have entrusted themselves to the Chamber and helped our organization to evolve and acquire a deeper sense of purpose and stability.



CHIARA
DELL'ORO
NIELSEN

Danitacom,
General Secretary

DEPUTY GENERAL SECRETARY'S FOREWORD

The turmoil of 2020 and the way it impacted the world meant that relying only on traditional business strategies would put international trade at stake.

Yet, thanks to our entrepreneurial mindset and hard work, we managed to turn 2020 into a year of growth for the Chamber. We went through a re-thinking of our way of doing business and continued to promote Made in Italy in Denmark.

Thanks to an increase in the Italian presence in the infrastructural sector, the assistance that our HR and Accounting department offered in 2020 had never been higher, strengthening our presence in all the most important projects in Denmark and reinforcing our cooperation with Dansk Industri.

We arranged a vast number of digital events and workshops throughout the year.

Yet, we also managed to arrange physical events in the sectors of food & wine, fashion, design and-notwithstanding the international travel bans-we even managed to promote Italian tourism, with a successful project in cooperation with the Chamber of Commerce in Verona.

We continued our EU projects MARHER and ENGINE, collaborating with prestigious partners like the University of Southern Denmark SDU and the Danish Technological University DTU. We are glad to see that our efforts brought great results, and now we look with optimism towards an even more successful 2021.



LUCA
CAVINATO

Danitacom,
Head of Operations and
Deputy General Secretary

BOARD OF DIRECTORS

JAN SNOGDAL (PRESIDENT)

Partner DLA Piper Denmark



CHIARA DELL'ORO NIELSEN

General Secretary Danitacom



MICHAEL ANKER

Director Anker & co.



PETER HOLMEN MØLLER

Owner Konkret HR



SEBASTIAN LYSHOLM NIELSEN

Transnational Attorney, Lundgrens
Law Firm



FEDERICO MANILI

Partner Lawyer NCTM Law Firm



STAFF

We are a professional services firm with 11 passionate and highly skilled specialists within Events and European Project Coordination, HR Services, and Accounting. Furthermore, during the last year, we have extended our team with one specialist placed in Aarhus who is in charge of our newly launched subsidiary MiaGastronoMia.

With an average age of about 30, most of our employees are digital natives, and as a truly international organization, our workforce consists of 4 nationalities.

Each year, we offer learning and development programs to keep our team of specialists engaged and updated, thus ensuring our ongoing offering of professional services to our members and customers.

Despite a difficult year, we have continued with pleasure our collaboration with Italian and international universities that send Italian students to complete three- or four-month internships or graduate internships at our offices.

During 2020 we hosted Roberta Toscano, Ana Negurita, Elisa Cionchi and Gabriele Rosella, from Università LUMSA di Roma, Università degli Studi di Milano, Università degli Studi di Scienze Gastro-nomiche di Pollenzo and Loughborough University London.

We have the pleasure of continuing to work with a former intern, Gabriele Rosella, who now serves as Communication/HR assistant in our team.

CHIARA DELL'ORO NIELSEN

General Secretary



LUCA CAVINATO

Head of Operations and Deputy
General Secretary



SANDRO MARK SIMONSEN

MiaGastronoMia Project
Manager



LORENZO MENON

HR Consultant



MAJA BABIĆ

HR Consultant



MARIANNA PEVERINI

HR Assistant



SANDRA CARBONIERO

Administrative Consultant



ARJOL LAMAJ

Administrative Consultant



BARBARA FABRETTI

Director Assistant



SIGNE OLSEN

Project Coordinator



KATHRINE DAMGAARD

Project Assistant



GABRIELE ROSELLA

Communication/HR Assistant



A YEAR IN REVIEW

A NEW REALITY



Our drive, combined with passion for what we do, created a long series of activities during the year. Technology has created endless opportunities and made it possible to continue our work and collaborations across multiple sectors despite the limitations on meeting together and travelling.

Other highlights of 2020 included the launch of our new subsidiary MiaGastronoMia and taking the role as leading partner of the new European Erasmus+ project "ENGINE".

In this section, you will find an overview of all our activities in 2020 followed by a detailed description of some of the most important events and projects. We learned a lot in the past year, and we will bring this experience with us into 2021!

2019 was a great year for Danitacom. With a new graphical identity, exciting projects, and new customers, we entered 2020 full of expectations and with the ambition to continue the growth, development, and good collaborations.

As we all know, the year 2020 did not go as expected. A new, unknown virus was discovered and suddenly we were facing a new reality. More than ever, it became important to think out of the box in order to keep fulfilling our goals of being an active partner in Danish-Italian business relations.

The pandemic undeniably had a big impact on our strategic plan and expectations for the year. But every cloud has a silver lining. In a short period of time, we learned to be even more adaptable, change our way of thinking and implement innovative ways of organizing our events.

This will surely be an asset for us in the future as well. Furthermore, we witnessed the strength of our relationships with our most important partners and that together we can overcome periods of crisis and challenge.

KEY NUMBERS – 2020



12.072.861
DKK

Annual
revenue

Members



81



Employees



New
customers



Newsletter
subscribers



Followers
on social
media

CALENDAR

ONGOING PROJECTS

Stay Export

Export Hub Internazionale

Savor Piemonte

Pavia Sviluppo

ENGINE

MARHER

JANUARY

MARHER Project, Erasmus+, Beginning of IOI, HERITAGE MARKETING

FEBRUARY

7-8: Buywine 2020, Fair, Firenze, FOOD & WINE

18: Workshop B2B: "JLK Travel Market", JLK International (International B2B Workshops – MICE, Luxury, Leisure – Edition 2019-2020), TOURISM

21-23: "Ferie for Alle", Fair, Herning, TOURISM

MARCH

17: General Assembly, Copenhagen, Online

APRIL

27: General Secretary Meeting, Assocamerestero, Online

MAY

18: Webinar: "Scandinavia: le opportunità di business per le imprese italiane", Confartigianato Imprese Varese

20: Webinar: "Covid-19, La situazione di mercato in Norvegia e Danimarca: come continuare a fare business", IMIT - Italian Managers for International Trade

27: General Secretary Meeting, Assocamerestero, Online

28: Webinar: "Verden efter Covid-19: Status på den italienske vinsektor", WINE

JUNE

10: Webinar: Scandinavian Design, DESIGN

24: Discover Lazio, Regione Lazio, FOOD & WINE

30: Webinar: "Tourism and possibilities in Verona and province 2020/2021", TOURISM

JULY

6-9: General Secretary Meeting, Assocamerestero, Online

7: Webinar: The Danish Market during Covid-19, A Glass of Italy, WINE

SEPTEMBER

3-5: 3daysofdesign, Exhibition, Copenhagen, DESIGN

28/9-2/10: Verona Tourism Week, B2B meetings, Virtual activity, TOURISM

29: MARHER Project, Erasmus+, 2nd Transnational Project Meeting, Offida, Italy, HERITAGE MARKETING

30: Road show Abruzzo, Danish Market Opportunities, Chieti, Italy

OCTOBER

30/9-2/10: Marmomac Restart Digital Edition, Virtual Fair, NATURAL STONE

6: Webinar: Presentation of the Danish market, Pavia Sviluppo, FOOD&WINE

6-8: Promos Italia, Online B2B Event, FOOD&WINE + COSMETICS

21: The Expert Responds, Pavia Sviluppo, FOOD&WINE

21: Webinar: Presentation of the Scandinavian Market, Export Hub Internazionale, FASHION

23: A Glass of Italy, Master Classes in Copenhagen + online B2B Meetings, WINE

26: Webinar: Sector Presentation, Stay Export, DESIGN

27: Webinar: Sector Presentation, Stay Export, ECOLOGY

NOVEMBER

16: Webinar: Sector Presentation, Stay Export, GREEN ENERGY

17: Webinar: Presentation of the Danish Market, Savor Piemonte Europe

17-19: Promos Italia, B2B Meetings, FOOD&WINE

18: ENGINE Project, Erasmus+, Kick-Off Meeting, Online, CYBER SECURITY

19: General Assembly, Board of Assocamerestero, Online

23-24: Wine2Wine Exhibition, Online Fair, WINE

23-24: B/Open, Online Fair, ECOLOGY

24-25: Barolo & Friends, Special Edition, Master Classes, Copenhagen, WINE

27: Job&Orienta, Presentation of the Danish job market, Online Fair

DECEMBER

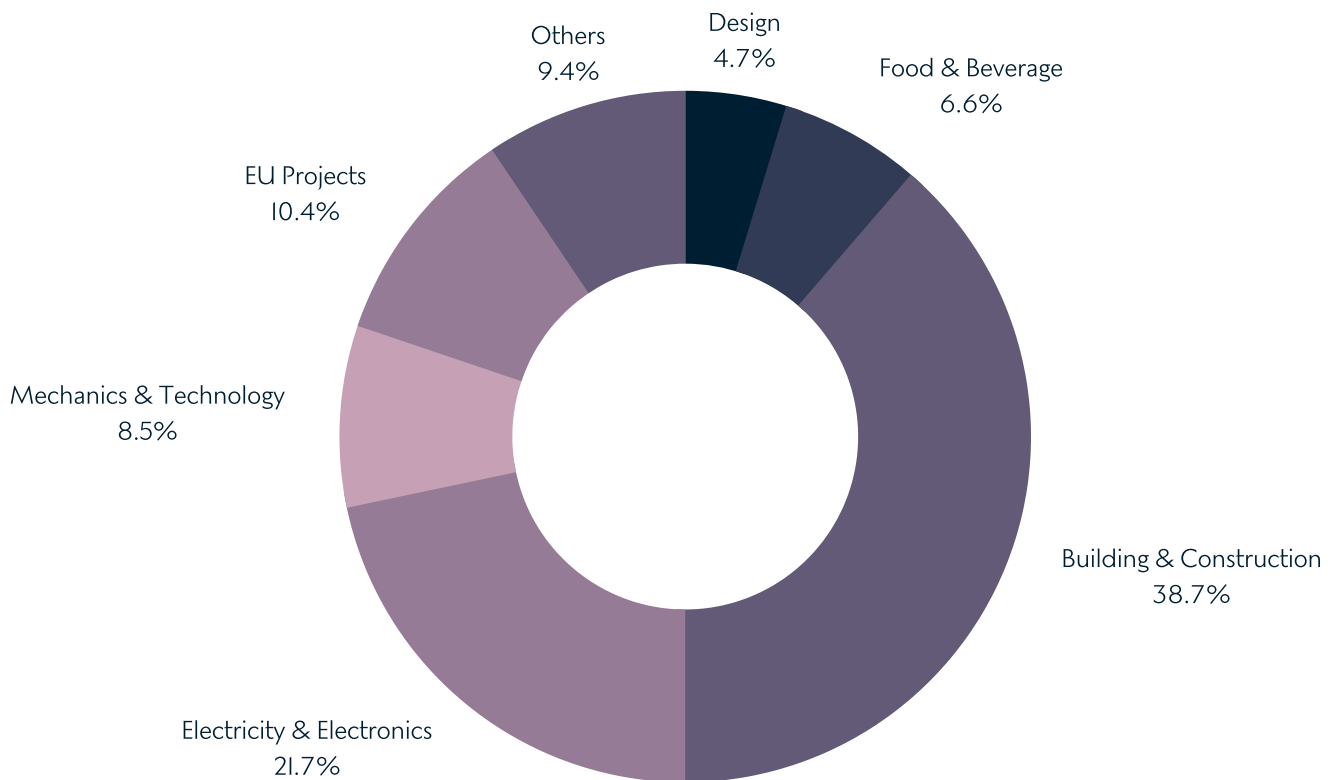
30/11-4/12: Pavia Sviluppo, B2B Meetings, Online, FOOD&WINE

2: Fehmarn Business Link Conference, Online, CONSTRUCTION

15-17: Promos Italia, B2B Meetings, Online, TOURISM

SECTORS

As the following graphic shows, we provide services for the Chamber's members across a broad range of productive, commercial, service, and industrial sectors.



OUR HIGHLIGHTS 2020



BUYWINE 2020

For the 3rd consecutive year, Danitacom gathered a delegation of Scandinavian wine importers to attend the biggest Tuscan wine fair, BuyWine. The fair took place from the 7th–8th of February in the beautiful surroundings of the Fortezza da Basso in Florence.

More than 250 Tuscan wineries were represented at the fair, presenting their unique and delicious wines. Every wine importer received a tailored B2B agenda containing meetings with selected producers.

Furthermore, from the 9th of February, the wine importers could participate in one of four different educational tours, each with an exciting and relevant theme. The themes of the educational tours in 2020 were: 1) Wines from Lucca, 2) Chianti Classico and Florence, 3) Wines from Massa Carrara, and 4) Terre di Pisa.



The fair was organized by PromoFirenze, a special agency of the Chamber of Commerce in Florence and a very important partner for us for many years.

HIGHLIGHTS - BUYWINE 2020

6.300 B2B meetings

1.542 Wines (37% organic)

38.000 Wine tastings

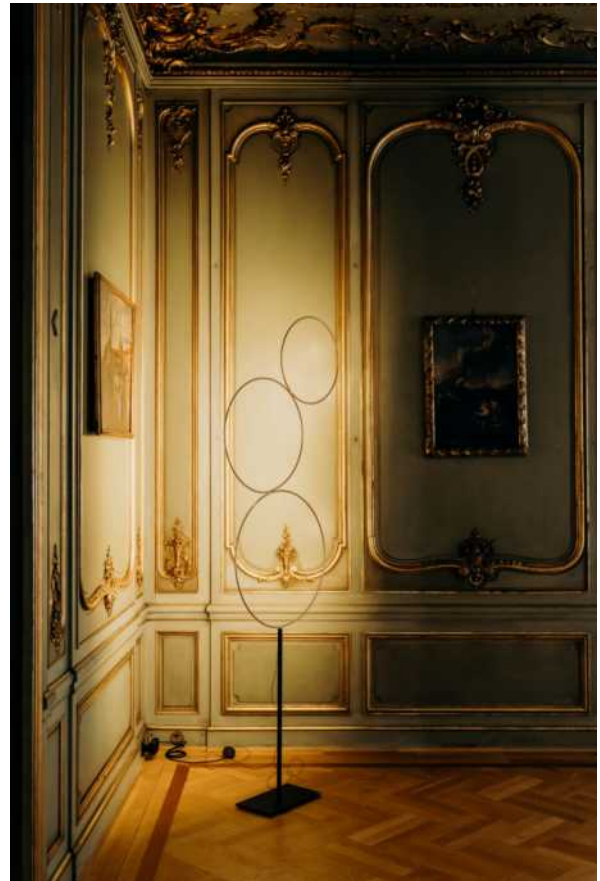
5 Continents represented

3 DAYS OF DESIGN 2020

The biggest Danish design event, 3daysofdesign, involves the entire city of Copenhagen. Every year, the fair attracts experts, buyers, journalists, bloggers, as well as design enthusiasts from all over the world.

The 2020 edition took place from the 3rd to 5th September, and the focus of the 7th edition of the fair was sustainability and circular economy.

Danitacom contributed to the organization of the beautiful exhibition "I Maestri della Bellezza" located in the magnificent Residence of the Italian Ambassador of Italy. The exhibition offered the opportunity to experience Italian elegance and unique design history to both professionals within the sector and the public.



We had the pleasure of presenting eight high end Italian brands at the exhibition: Alias, Barovier & Toso, Catellani & Smith, Desalto, Living Divani, SMEG, MinimoMassimo, and Azzurraceramica. These companies are excellent examples of how to combine craftsmanship, extreme functionality, and sustainable design.

The event was a great success with more than 300 visitors during the exhibition days.

VERONA TOURISM WEEK

The tourism sector is a very important part of our network, but unfortunately also one of the sectors most effected by the crisis.

With the aim of supporting the Scandinavian travel agencies, we organized the online activity “Verona Tourism Week” in collaboration with the Chamber of Commerce in Verona. The project took place from the 28th of September–2nd of October and involved more than 20 local Italian tour operators, including hotels, camping organizers, amusement parks and much more.

The objective of the activity was to create collaborations and offer the possibility to both Danish and Italian operators within the sector to find new partners in a difficult time. A series of online B2B meetings were organized based on mutual interests.



Verona and the surrounding province are destinations with endless possibilities, both for couples and families. You can experience the atmosphere in the romantic city of Verona and the amazing food and wine from the area. At the same time, you are close to Garda Lake and the mountains that offer perfect conditions for a holiday in nature with a variety of different outdoor activities.



The combination of city life, nature, great food and wine is very popular, which also makes the destination one of the most popular in Italy among the Danes.

Due to the current pandemic situation, we have extended the project until January 2021.

ENGINE PROJECT

Cyber security is one of the key issues to be addressed in the European Union today. More than ever, technology and online tools play an important role in business, bringing endless possibilities, but also big risks such as cyber-attacks.

It is crucial for European companies to be aware of the threat and train their employees to handle critical situations.



ENGINE

The general objectives of the Erasmus+ project ENGINE, Cyber security for European SME's, are to increase the competitiveness of European SMEs, giving them the skills they need to defend themselves against cyber-attacks and boosting blockchain tech use in SMEs.

The general objectives will lead to three specific objectives and three concrete results:

IO1:

Development of a Training Course on cybersecurity and blockchain to increase the awareness of digital perils and the importance of adopting preventative measures in the work environment.

IO2:

Creation of a Guideline on how to implement cyber security and blockchain in SMEs to increase competitiveness and innovation.

IO3:

Creation of an online, open source Platform to support SMEs employees with clear information to put in practice to prevent cyber-attacks.



Erasmus+

ENGINE is co-funded by the Danish Ministry for Higher Education and Science. Danitacom is the leading partner of the project and coordinates a group of international institutions, including Coopération Bancaire pour l'Europe (Belgium), FVB The Hive S.R.L (Italy), Atlantis (Greece), Fondazione Luigi Clerici (Italy), Technical University of Denmark – DTU (Denmark) and Innobridge (Bulgaria).



The cyber security project started in November 2020 with the Kick-Off meeting in an online format, due to the Coronavirus situation. At the meeting, the partners were introduced and given an overview of the projects and upcoming activities presented by the leading partner.

In December we started the first intellectual output (IOI), which included the creation of a Syllabus containing the main topics of the final training course. During 2021 we expect to have a series of online meetings and hopefully a physical one in Ruse, Bulgaria.

The project will last two years and is expected to conclude in November 2022.

The Danish Government has begun the work of a new strategy on cyber and information security, which is expected to be launched in 2021. The strategy will contribute to making Denmark even safer when it comes to digital threads. The objective is to help the Danes become comfortable using digital solutions and to prepare them to manage cyber-attacks.

The new strategy will replace the current one that expires in 2021.

A GLASS OF ITALY

Despite the Covid-19 situation, on the 23rd of October we successfully organized the second edition of A Glass of Italy in collaboration with our partner ENORA.

This special event took place at the beautiful venue Kosmopol in Copenhagen and consisted of two very interesting Master Classes. These were followed by online B2B meetings between the Italian wine producers and professional wine importers from Denmark with a particular interest in tasting and learning more about the selected wines.

To present the wines and wine regions, we had the pleasure of learning from the sommelier, Eliana Napoli.



We welcomed 30 professionals within the wine sector to the Master Classes, focusing on different Italian wine regions.

Due to the limited travel possibilities, the producers introduced their wines and production through an online connection and were able to answer questions from the audience. This contributed to a good synergy between producers and importers.

Prior to the event, we had a webinar targeting Italian wine producers interested in participating in the event. Our Project Coordinator, Signe Olsen, introduced the Danish market within the wine sector and how it was affected by the pandemic situation at the time. The webinar took place on the 7th of July 2020.



BAROLO&FRIENDS 2020 - SPECIAL EDITION

The 2020 edition of Barolo & Friends Event took place on the 24th and 25th of November 2020, and for the second time during the Coronavirus pandemic, we managed to organize an event with the physical presence of Danish wine importers.

Once again, the event was organized together with I Vini del Piemonte, this year as a special edition with only small Master Classes, limited capacity, and no walk around tastings or public session.



During the event, we had six different Master Classes focusing exclusively on wines from one of the richest Italian wine regions, Piedmont. To conduct the Master Classes, we had the pleasure of collaborating with the experienced professional sommelier, Eliana Napoli.

Each wine, and the history behind the winery, production, and region, was carefully introduced virtually by the producers themselves. These were two intensive and memorable days, and the event was a great success.

HIGHLIGHTS - BAROLO&FRIENDS 2020 - SPECIAL EDITION

32 Italian producers involved

6 Master Classes organized

40 Danish wine importers participating

55 Wine labels presented

DANITACOM CELEBRATES 10-YEAR ANNIVERSARY!

On 30 November 2020, the Italian Chamber of Commerce in Denmark celebrated its 10-year anniversary! And a lot has happened in the past 10 years. The Chamber was founded in 2010 in Aarhus by our former President, Henning Holmen Møller, and our current President, Jan Snogdal, with just one employee, our current Secretary General, Chiara Dell'Oro. In 2015, Danitacom was officially recognized as a foreign Italian Chamber of Commerce by the Italian Government. In 2017, the Chamber moved the offices to Copenhagen, and today we have grown to 12 employees in three departments: HR, Accounting, and Projects.

Despite the increased staff, the mission and the values have remained the same: to be an active partner in Danish-Italian collaborations and provide a sublime and professional service to our customers and partners. Furthermore, we are consistently working on innovative and creative projects, which are great assets for both Danish and Italian producers and their products.

During the years we have worked together with hundreds of customers and partners. These sectors include construction, food & wine, tourism, and fashion & design. We have supported Italian companies entering, establishing and strengthening their position in the Danish market. Furthermore, we have created a large number of collaborations between the two countries.

We have built a broad network of companies, institutions, organizations, and Chambers of Commerce that we are working with every day to strengthen our relations. Among these are organizations like VeronaFiere, Technical University of Denmark (DTU), Aarhus University, and the Italian Embassy in Denmark, with which we have had a strong collaboration for many years. Furthermore, we are a proud member of Assocamerestero, an international network of foreign Chambers of Commerce. The network consists of 81 Chambers of Commerce from 58 countries and more than 20.000 members.

We also strengthen the relationships between our partners through our Business Club. We organize 3-4 meetings and events every year, each with a different theme. Our network is an important part of our identity and plays a major role in the results we have achieved as a Chamber of Commerce.

We are looking forward to all the exciting possibilities, collaborations, and projects the future holds for us!

Celebrating
— 10 YEARS —

AREAS OF ACTIVITY

ASSISTING ITALIAN AND DANISH COMPANIES

At Danitacom we work continuously to ensure that both Denmark and Italy remain attractive locations for investment and business.

As specialists in both markets, we take every opportunity to raise awareness of the economic and commercial potential of the two countries, to conduct specific market research, to illustrate the facts and data collected, and to share information on Danish and Italian incentives for companies (both national and international).

Our goal is to facilitate the growth of business opportunities between the two markets. Therefore, we believe it is essential to create relationships and to support companies from multiple sectors in search of counterparties, such as manufacturers, buyers, suppliers and agents in Italy and Scandinavia.

In particular, we use our knowledge to assist companies by creating relevant contact lists and establishing targeted B2B agendas. We also offer assistance with translation services, for marketing materials and various documents or labels.

Another important part of our job is to support Danish companies that want to import from and export to Italy. In support of their entrepreneurial spirit, we help them understand the dynamics of the Italian market to create true partnerships and synergies and to obtain positive results.

Our multilingual team is trained to help our members to deal properly with either Italian or Danish customers or suppliers and to make them feel comfortable in every situation.

FOCUS 2021:

In 2021 we aim to continue offering tailor made assistance to our clients. It is crucial to think outside of the box and improve the digital services we offer to companies.

143 B2B-meetings
organized

50+ I-I assistance

PROMOTING "MADE IN ITALY"

The outstanding quality of "Made in Italy" makes it a brand that can easily sell itself. In fact, Italy is the world's eighth largest export economy and is famous for its tourism, art, design, and cuisine.

We are privileged and honored to continue our work with the excellent "Made in Italy" products, organizing events to promote Italian artifacts, businesses, regions, or specific geographical areas.

We work very closely with Italian Chambers of Commerce in Italy, Italian Regions and Provinces, as well as with business organizations like Confindustria or Confartigianato, collaborating to arrange B2B and B2C activities, promotional events, as well as incoming and outgoing missions.

We recruit buyers and exhibitors from all over Scandinavia to attend Italian trade fairs in several sectors, arranging when needed their transfer to visit such exhibitions. We keep up with the Danish events and trade fairs calendar and offer our members the opportunity to participate in the activities they find most suitable.

The busiest sectors for us in 2020 for these types of activities were food & wine, design, tourism, and fashion. Although 2020 was not a regular year, we continued our efforts, mainly by using online platforms and developing new ways of connecting.

To remain relevant, Italy must be up to date, follow the evolution and digitalization of the international consumers and markets, and thereby still offer products rooted in the Italian quality and tradition, but tailored to every single foreign market.

From this perspective, our know-how and experience play an important role. In the autumn of 2020, we took part in several projects in collaboration with trusted Italian partners, including PromoFirenze, Unioncamere and the Chambers of Commerce of Turin and Pavia.

The projects aimed at assisting Italian companies in their internationalization process, supporting them in adapting their exports to the Danish market, which is mature but has its own peculiarities and its own channels.

Moreover, we are part of the network of the Italian Chambers of Commerce in the world and deeply rooted in the Scandinavian network of institutions as well. Therefore, we can put in place huge and effective international advertising campaigns.

A CLOSER LOOK:

Many Danes are familiar with and appreciate Italian culture, and even in a pandemic, Italy remains one of the favorite holiday destinations amongst Danish tourists. Due to the limited possibilities for travel, last summer a lot of Danes spent their vacation in Denmark, but the popularity of Italian destinations has not declined.

Italy has so much to offer, such as beautiful, historical cities, clear, blue seas and spectacular nature. Especially the mountains, lakes and forests are attracting more and more Danes for active holidays. To improve its competitiveness, the Italian tourism system should base its promotional strategy on these alternative niches and on less known areas and regions.



FOCUS 2021:

In 2021, we will continue our collaboration with PromoFirenze on the "International Export Hub" project, which has so far been a great success.

In the first part of 2021 we will prepare and promote the fairs, events, and B2B meetings planned for the second part of 2021.

We are looking forward to an autumn with a lot of projects and activities. We will always do our best to promote Made in Italy.

DIGITALIZATION AND NETWORKING

One of the principal benefits of joining Danitacom is becoming part of a growing network of multinational companies. Over the past 10 years, we have played a key role in making connections between Italian business leaders in Denmark and their peers.

Over the course of 2020, we learned and saw how digitalization has changed the way we work. We have successfully adapted to the change, especially in our approach to networking with our customers, partners, and members.

We have relied on digital tools in providing our services, from B2B agendas, online fairs, or informative sessions. Likewise, our partners in Italy have also been brilliant in adapting and developing new platforms for digital fairs, such as the VF+ platform of Veronafiere and Inbuyer of PROMOS Italia.

Unfortunately, last year we were unable to hold our Business Club meetings. Yet, throughout 2020, we had a few chances to meet and network face-to-face with some of our members.



One example was last September when we arranged a networking event during 3daysofdesign in Copenhagen.

It was a great opportunity to talk about design, but also about the current pandemic situation, how our members were dealing with it and to exchange new knowledge on best practices in a situation that affected us all.

We also had the opportunity to get in touch with a group of Italian companies that participated in the "Fehmarn Link Business Conference 2020".

The conference focused on the new construction of the 18 km long "Fehmarnbelt" tunnel that will connect Denmark and Germany. These Italian companies participated (online) with us to learn more about the project and facilitate future collaboration opportunities with Danish firms in the construction sector.

In addition, our General Secretary Chiara Dell'Oro participated in online meetings with Assocamerestero, the Association of Italian Chambers of Commerce abroad. The central theme of the meetings was the situation of COVID-19 and the ways in which the Italian Chambers of Commerce abroad can contribute to helping each other in these difficult times.

FOCUS 2021:

We plan to continue our digital events and services in the first half of 2021 and thereby keep being an important part of creating new business opportunities, synergies and partnerships.



35

Online activities

13

Webinars organized by Danitacom

82

Companies involved

HR ASSISTANCE

We offer unique support to companies through our HR department. Our tailor-made assistance adapts to business needs and aims to optimize personnel management in Denmark.

We assist companies in all phases with general and specialized management services thanks to our in-depth knowledge of the Danish labor market, taxation, and trade union agreements.

With our HR consulting services, we offer assistance to employees of companies that rely on us throughout their working period in Denmark.

COVID-19 RELATED SERVICES:

During 2020 we had to adapt to the change that has revolutionized the way of doing business in Denmark.

We created ad hoc services to facilitate companies in accessing the financial support packages made available by the Danish State.

WHAT'S NEW:

Following the growth of our staff, our collaborators, and our presence in the Danish territory, we are delighted to have become the consultants of one of the main contractors of the Everdrup gas compression station: Renco S.p.a.

3.057 Payslips issued

591 Employees managed

134 Companies we assisted

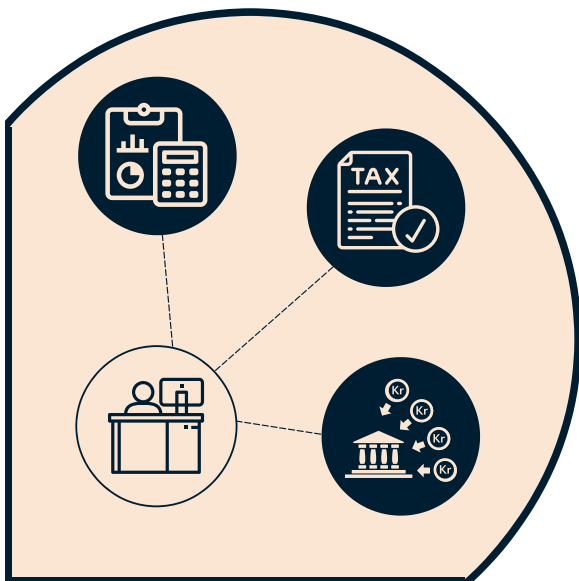
27 New services to businesses (or individuals) added

ACCOUNTING ASSISTANCE

We offer tailored accounting assistance to companies that choose our services.

Our assistance takes place on a daily basis with continual contact with our customers. We are a link between Italy and Denmark, and given our knowledge of the Danish tax system, we are able to facilitate the entry of foreign companies into the Danish market.

Our accounting department acquired two new members in 2020: Sandra Carboniero and Arjol Lamaj. It is a rapidly growing Department, and we are planning to develop even more in this area.



SOME OF THE ACCOUNTING SERVICES WE PROVIDE:

- Periodic VAT declaration
- Drafting of the annual budget
- Declaration of annual taxes
- Ordinary accounting management
- Control of the company tax account
- Intermediation with SKAT, the Danish tax agency

MAIN CONSTRUCTION PROJECTS OF OUR CLIENTS:

ODENSE UNIVERSITY HOSPITAL (OUH)

Promoted by the South Denmark region, the project is expected to be completed in 2022 and become Denmark's largest hospital built from the ground up.

FIGURES

Total area: 250,000 m²

Value: 7 billion DKK

Client: Region of Southern Denmark

Construction schedule: 2019 - 2022



KØGE UNIVERSITY HOSPITAL (USK)

Køge University Hospital (USK) is an expansion of the existing Køge Hospital, which will be enlarged threefold to a total surface area of 177,000 m².

FIGURES

Total area: 177000 m² (130000 m² additional building)

Value: 4 billion DKK

Client: Region Sjælland

Construction schedule: 2015 - 2021

COMPRESSOR STATION EVERDRUP

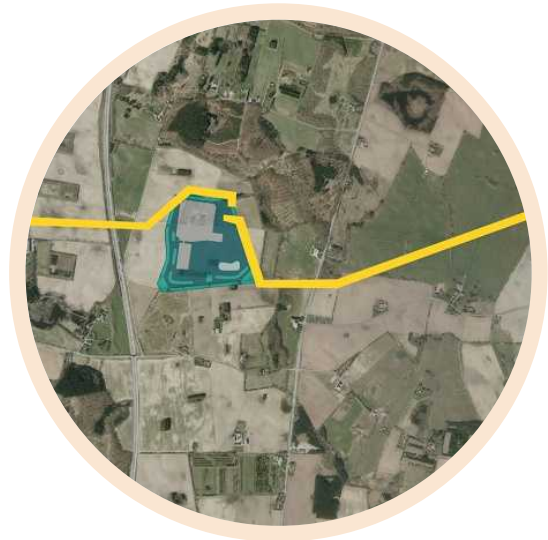
An important part of Baltic Pipe located outside Everdrup in Southeast Zealand. The compressor will allow large amounts of gas to be sent across the Baltic Sea to Poland.

FIGURES

Value: 3 billion DKK

Client: Energinet

Construction schedule: 2020- 2022



STORSTRØM BRIDGE

The new Storstrøm Bridge will connect Zealand with Falster via Masnedø. The bridge will be Denmark's third longest bridge.

FIGURES

Total area: 4 km in length

Value: 4 billion DKK

Client: the Danish Road Directorate

Construction schedule: 2018 - 2024

NEW BISPEBJERG HOSPITAL

The New Hospital Bispebjerg in the City of Copenhagen is a major merger between Frederiksberg Hospital and Bispebjerg Hospital. Also being built on the site is a new Mental Health Centre.

FIGURES

Value: 4.5 billion DKK

Dimension: 108.000 m²

Construction schedule: 2020- 2024



METRO LINE SYDHAVN EXTENSION

Five metro stations in Sydhavn, Copenhagen. The stations will be an extension of the metro line M4, which connects to Nordhavn.

FIGURES

Total area: 4,5 km in length

Value: 9,1 billion DKK

End of project: 2024

LEADING AND PARTICIPATING IN EUROPEAN PROJECTS

We offer international institutions and companies the tools necessary to get involved in projects of European and non-European cooperation.

For years we have been taking part, as a leader or partner, in international projects financed by the European Union, the Italian Ministry of Economic Development, Unioncamere, and other international organizations connected to professional training, mobility, internationalization of companies, and youth entrepreneurship.

Thanks to our international network of contacts, we create the most suitable partnerships for the various projects, collaborating with public bodies, research centers, trade associations, other Chambers of Commerce, start-ups, and small or medium-sized companies.

FOCUS 2021:

We will lead ENGINE, a project that aims to equip employees of SMEs with crucial cyber security skills to manage virtual threats in this digital era.

GOOD TO KNOW:

On the 29th of September, Project Leader Luca Cavinato and Project Coordinator Signe Olsen participated in the 2nd transnational project meeting of the MARHER project.

At the meeting, located in Offida (Italy), the partnership discussed the status of the first intellectual output created and the next steps.

Until the next physical meeting, the partners will meet through virtual platforms.

2

Projects in progress

6

Countries involved

1

New project accepted

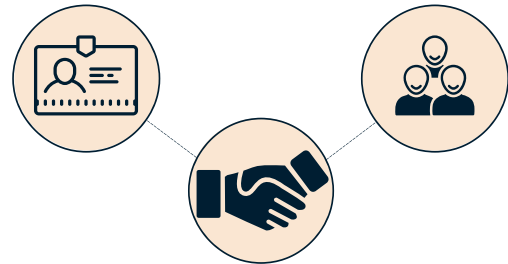
MEMBERSHIP

MEMBERSHIP

We know that not all members have the same needs, interests, or priorities. Therefore, our Chamber has two different member profiles based on common needs and values.

The Ordinary Membership gives complete access to services, discounts, exclusive events, our business club, priority, networking, and much more.

In addition to the benefits of the Ordinary Membership, the Influential Membership gives priority access to selected events and includes more visibility on our communication platforms, additional services, and tailor-made solutions.



FOCUS 2021:

We are working to further diversify our offerings and are proposing a broader range of benefits to our members.



81

Associate
Members on 31
December 2020

10

Business sectors
represented

49

Italian Members

28

Danish Members

SOME OF OUR MEMBERS:



Metro Service



STRATEGIC PLAN

STRATEGIC PLAN

Keeping in mind our objectives, our Board of Directors is working toward the development of a strategic plan that will accompany us in the future and that will allow a strong but sustainable growth for the Chamber.

We strongly believe that our employees are our most important asset. New highly trained professionals will join our team over the next few months, bringing new key competencies, new approaches, and new experience. This will allow us to support even our most demanding clients in their operations between Italy and Denmark. In order to assure full compliance with our standards, the Board will play a crucial role in sharing our founding values, our history, and our culture among all employees.

In order to enhance our sale and proposal strategy, we will take actions to expand our entrepreneurial network in Italy and Denmark with a stable and proactive presence in both countries, confirming our pivotal role in the Danish-Italian economic relations.

Turning our new premises in Aarhus into a benchmark for an innovative and digital promotion of Italian food & wine companies in Denmark will help us consolidate our footprint in the territory.

In 2020 we achieved great results, and we paved the way for a record year in 2021. We believe our competitiveness is determined by our high quality service, deep understanding of both the Italian and the Danish entrepreneurial and cultural environments, and a strong attention to the needs of our customers.

These are all commitments that define who we are, and these values will continue to inspire our direction in the future.



DANITACOM

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In Denmark

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