

A low-angle, upward-looking perspective of a modern skyscraper with a glass facade. The building's lines converge towards the top right corner of the frame. The sky is a vibrant blue, filled with soft, white, wispy clouds. The overall composition conveys a sense of height, modernity, and corporate achievement.

DANITACOM

Annual Report 2019

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 businesses and institutions in Italy and Denmark a wide range of commercial, promotional, and administrative information and training services, contributing to the development of the business relationship between the two countries.

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

- **Supporting Italian companies in Denmark**

We provide confidential and tailor-made solutions for Italian companies looking to set up a new business in Denmark or expand an existing one.

- **Promoting “Made in Italy” products and Italy as a tourist destination**

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 food, wine, tourism and fashion, but also on less traditional fields, such as technology, construction and mechanics.

- **Sharing our knowledge about Denmark**

We are deeply rooted in Denmark, and our interdisciplinary team of experts knows well the Danish market, Danish business culture, and the Danish work market. We run market research, present Denmark to the Italian business community, and maintain our network in Denmark.

- **Leading and participating in European projects**

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

- **Promoting international student and adult learners’ mobility in Denmark**

Through collaboration with a large network of local businesses and professionals, we manage mobility and work experience projects for Italian students in Denmark.

- **Facilitating networking in Denmark**

We offer our members a platform to learn from each other, discuss issues affecting business, and share best practices.



PRESIDENT'S GREETINGS

Italian products are always associated with high quality, specialization, craft skills, and elegance. The brand "Made in Italy" has become decisive for Italian exports, and at Danitacom we are proud to contribute to its promotion and its diffusion.

Despite a less flexible and strictly regulated work market, the Italian SMEs are extremely productive. The Danish market, small but solid, grounded upon a simple and dynamic system and upon a tasteful, open-minded society, can be their ideal business destination.

Our task is to bring these two realities together and to keep always in mind the needs of the business community.

As in the last 10 years, also in 2020 our Chamber will continue to connect potential partners and investors, to build synergies, and to help take businesses to the next level.



JAN
SNOGDAL

DLA Piper Denmark
Partner

GENERAL SECRETARY'S GREETINGS

As the voice of business in the Danish-Italian community, our Chamber of Commerce worked diligently in a year that brought about many challenges and changes.

Some changes stemmed from the European economic situation, while others happened right in our own home. While change is not always easy, our ability to adapt to an ever-evolving environment has allowed us to serve our business community in a way that no other business organization can.

Holding strong to our commitment to advocate a more competitive Italian economy, while using the Danish model as an example, we navigated new territory and used those opportunities to provide solutions to our Italian and our Danish members.

The results of our work in 2019 were inspiring, and they serve as a reminder of the achievement possibilities when we have a strong strategy and work together. On behalf of our board of directors and our staff, we thank you for your support and look forward to involving you in another exciting and successful year at Danitacom.



CHIARA
DELL'ORO
NIELSEN

Danitacom,
General Secretary

DEPUTY GENERAL SECRETARY'S FOREWORD

Both Italy and Denmark are rich in excellent products. "Made in Italy" is appreciated worldwide, and Danish brands can be found in every corner of the planet. Yet, creating high quality products is no longer enough in a more and more competitive global market. Today more than ever, Italian and Danish companies need to rely on professionals that will direct, support, and guide their businesses through the challenges that international markets may present.

In the past 10 years, we have grown exponentially, becoming one of the most reliable partners for the development of businesses between the two countries. In the future, we will keep growing, and we hope that you will continue growing with us.

Professionalism, technical skills, work ethic, punctuality, precision, one-to-one customized support, and the ability to understand each customer's need are the key elements that our staff has offered and will continue to offer to our customers, leading them towards new achievements.



LUCA
CAVINATO

Danitacom,
Project Leader and
Deputy General Secretary

BOARD OF DIRECTORS

MICHAEL ANKER

Director Anker & co.



CHIARA DELL'ORO NIELSEN

General Secretary Danitacom



PETER HOLMEN MØLLER

Owner Konkret HR



SEBASTIAN LYSHOLM NIELSEN

Transnational Attorney, Lundgrens
Law Firm



FEDERICO MANILI

Partner Lawyer NCTM Law Firm



JAN SNOGDAL (PRESIDENT)

Partner DLA Piper Denmark



STAFF

As a fast-growing professional services firm, we need extraordinary people. We have 12 passionate and highly skilled specialists within HR Services, Events and European Project Coordination, Accounting, and Communications.

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.

Continues the collaboration with Italian and Danish universities, that send students to complete three- or four-months internships at our offices. During 2019 we hosted Filippo Carli, Pierpaolo Martino, Anna Rita Sergi, Kathrine Damgaard and Chiara Scognamiglio, from Università LUMSA in Rome, Università del Salento, København Universitet and Università di Bologna.

CHIARA DELL'ORO NIELSEN

General Secretary



LUCA CAVINATO

Project Leader and Deputy General Secretary



LORENZO MENON

HR Coordinator



MAJA BABIĆ

HR Assistant



CECILIE CRUSE MERLUNG

Accounting Consultant



GIULIA FERRANTE

Accounting Consultant



SIGNE OLSEN

Project Coordinator



JULIANE RASMUSSEN

Project Assistant



CHIARA MARMUGI

Communications Officer



MARIA ASTRID AMICO

External Collaborator



A YEAR IN REVIEW

A NEW LOOK



In ten years of activity, we have transformed location, staff, services, and targets. Over time, the markets in which we work have also changed, as well as our members and customers.

In 2019, listening to the needs of our members, we opened a new department and hired two new employees, both specialized in accounting. Our programs increased, our activities grew, our team expanded in total from 6 to 9 staff and in November we moved to a new headquarters. We remained in the same building, moved from the 5th to the 4th floor in a broader and lighter office, and switched from an open space to five smaller, activity-based working areas.

Furthermore, at the end of 2018 we realized that our visual and textual identity no longer reflected what we had become, so in 2019, with the help of external consultant Louise Mejdal-Neertoft and the communication agency E-types, we submitted our public image to a

complete restyling. We developed a new visual identity that is displayed in this report with new colors and a new font created expressly for us. We also developed a new and clearer voice and website, with content that better displays our activities and puts the needs of our customers at the center.

We also opened new communication channels such as an Instagram profile, a restyled newsletter that focuses on our future events, various new reports, including a quarterly Activity Report with a resumé of our latest events and our half-yearly Osservatorio Danimarca where we display the last Danish trends and economic developments.

After this complete restyling, what remains unchanged is our passion, our commitment, and our will to support the business relations between Italy and Denmark.

KEY NUMBERS - 2019



11.705.795
dkk

Annual
revenue
(+11%)

Members
(+20%)



101



Employees
(+33%)



Reports
published
(+100%)



Newsletter
subscribers
(+31%)



Followers
on social
media
(+114%)

CALENDAR

JANUARY

18: Brand Calabria, Catanzaro Lido (kick-off meeting) FOOD & TOURISM
25-27: Ferie & Fritid, Fair, Odense TOURISM
31: Italian Business Club (Interculturality), Lundgrens, Hellerup

FEBRUARY

8-9: Buywine 2019, Fair, Firenze FOOD & WINE
16-17: Cosmo Bike Show, Fair, Verona SPORT & TOURISM
18-20: Project Net-Neet (final meeting), Strasbourg EDUCATION
22-25: Essence Project, Transnational Meeting 3, Athens EDUCATION, GREEN
28: Brand Calabria, Catanzaro Lido (workshop Denmark) FOOD & TOURISM
25: HIP - High Inspiring People, Grosseto Export, Aarhus (kick-off meeting) FOOD, DIGITAL, TALENT

MARCH

25: Copenhagen: A smart city lab, Ascom Parma (workshop), Copenhagen DIGITAL
27: HIP -High Inspiring People, Grosseto Export, Aarhus FOOD, DIGITAL, TALENT

APRIL

7-10: Vinitaly and Agri Sol, Fair, Verona FOOD & WINE
11-13: Waste management, Unindustria Lazio (workshop), Copenhagen GREEN

MAY

3-4: Giro (dei vini) d'Italia, with ConsultingDK, B2B & promotional event, Copenhagen WINE
8-10: Macfrut, Fair, Cesena AGRICULTURE
23-25: 3 days of design, Copenhagen DESIGN
25: Italian Business Club, Copenhagen (Circular economy) DESIGN, GREEN
23: Pesce e Grignolino, Copenhagen (promotional dinner) FOOD & WINE

JUNE

3-7: Marmotec, Fair Carrara TECH & DESIGN
16-18: Essence Project, (final meeting) Copenhagen EDUCATION, GREEN
12-28: Alternanza scuola-lavoro Istituto Superiore Scarpa Mattei (San Donà di Piave), Copenhagen EDUCATION

JULY

4: Promos Italia, Sondrio (workshop Denmark) BUSINESS

11-31: Alternanza scuola-lavoro, Liceo scientifico Leonardo da Vinci (Reggio Calabria), Copenhagen EDUCATION

AUGUST

25: Bite Copenhagen, Fair, Copenhagen FOOD

SEPTEMBER

4-6 and 16-17: Essence Project, Erasmus +, Copenhagen EDUCATION, GREEN

5: Italian Business Club (Cultural Intelligence), DTU Lyngby

11-14: Grosseto Export, Grosseto (business delegation), FOOD & WINE

16-19: Amalake Project, Verbano Cusio Ossola, (business delegation) FOOD & TOURISM

21-28: S.HARM Project, Fondazione Lepido Rocco, Erasmus +, Copenhagen EDUCATION

24-26: Promos Italia, Sondrio and Bergamo (business delegation) FOOD & WINE

25-28: Marmomac, Fair, Verona DESIGN & TECH

25-27: Brand Calabria, Lamezia Terme (business delegation) FOOD & TOURISM

OCTOBER

1-3: Hi Tech Industry, Fair, Herning TECH

7: Brand Calabria, Copenhagen (workshop and B2B, promotional dinners) FOOD & TOURISM

8-9: Promos Italia, Sondrio and Bergamo (business delegation) FASHION

9-11: Didacta Italia, Fair, Florence, EDUCATION

21-23: Autunno Pavese, Fair, Pavia FOOD & WINE

25: A Glass of Italy, with Enora, B2B & promotional event, Copenhagen, WINE

4-31: Alternanza scuola-lavoro, Liceo Linguistico Fornari (Molfetta), Copenhagen EDUCATION

NOVEMBER

11-12: Round table on business relationship between Puglia and Denmark, Bari FOOD & TOURISM

14-4: Alternanza scuola-lavoro, Istituto Pontecorvo (Frosinone), Copenhagen EDUCATION

14-15: Organic Value, B2B, promotional event and charity dinner, Copenhagen FOOD & WINE, GREEN

16: Building and construction, conference, Copenhagen TECH

28: Italian Business Club (Beyond Cityringen), Metro Service

DECEMBER

2: Valtellina promotional dinners, with Enora, Copenhagen WINE

6: Marher Project, (kick-off meeting) Bruxelles EDUCATION

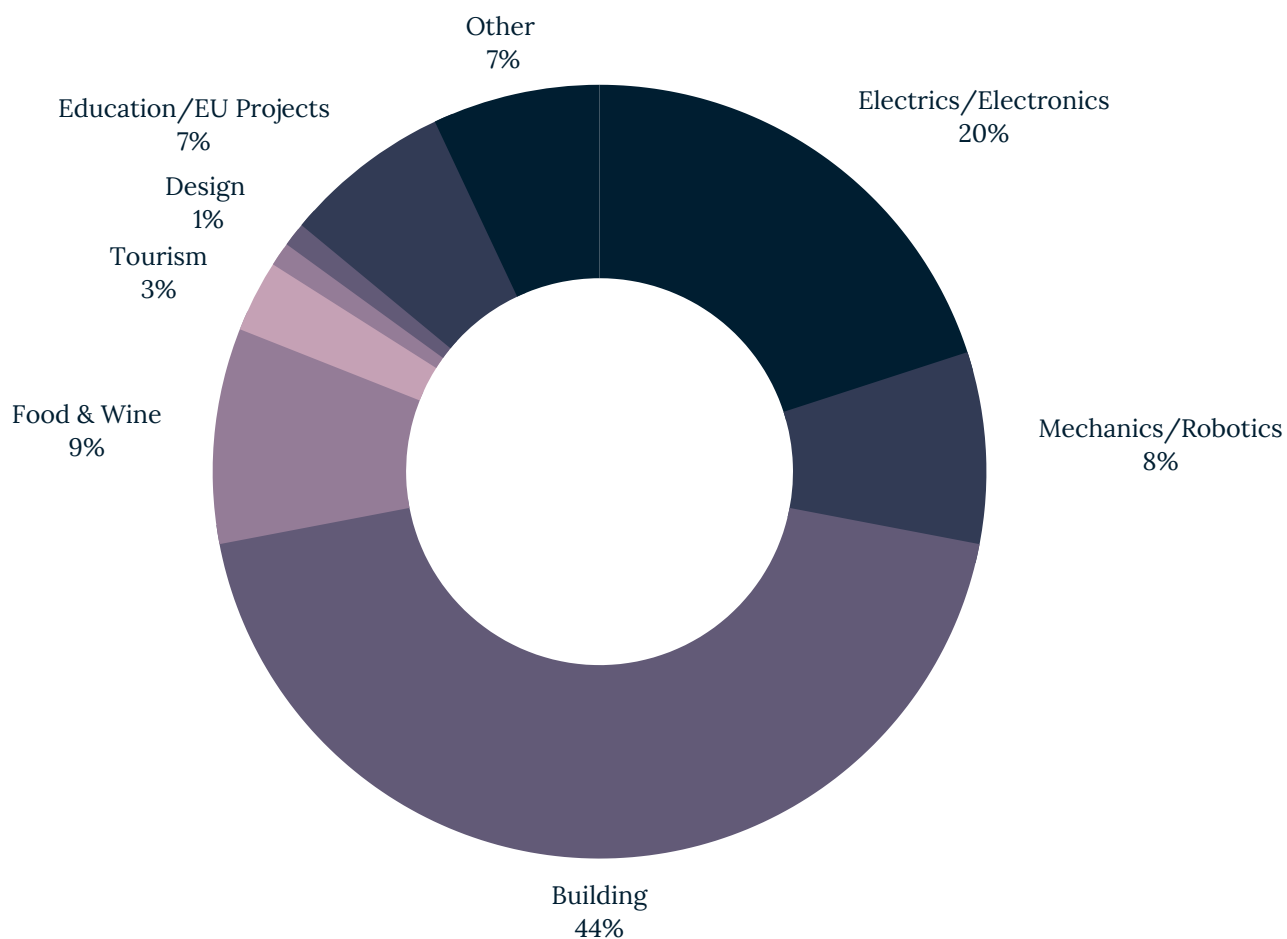
16: Brokerage Event, Erasmus +, Bruxelles EDUCATION

4-31: PON Project, Istituto Caselli-De Sanctis (Capodimonte), Copenhagen EDUCATION

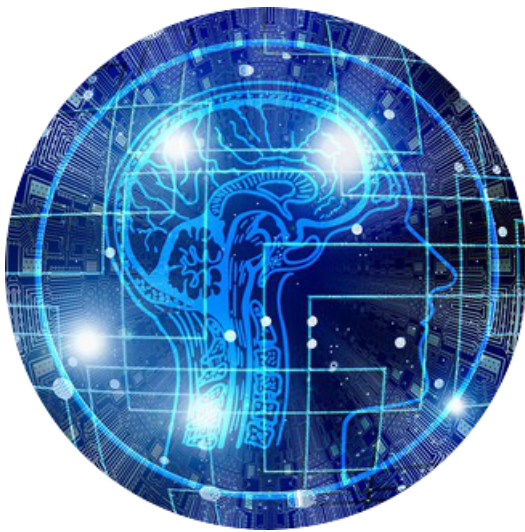
SECTORS

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

industrial sectors, with special attention to the building and mechanics industries.



OUR HIGHLIGHTS 2020



GIRO (dei vini) D'ITALIA

On Friday 3 May, Tivoli Castle was overflowing with quality Italian wines and select food from all over the peninsula. Together with ConsultingDK, we gathered Danish wine experts, restaurant owners, buyers, and a very enthusiastic audience.

The event included 35 exhibitors from 13 Italian regions, more than 250 visitors, over 80 wine labels, olive oil, truffles, capers, cheese, and the compulsory Parma ham.

In the days preceding the event, three wine dinners were dedicated to the wines and products on display at San Giorgio restaurant, Nebbiolo Wine Bar, and at Trattoria Alba.



35

Exhibitors

13

Italian Regions
represented

250

Visitors

80

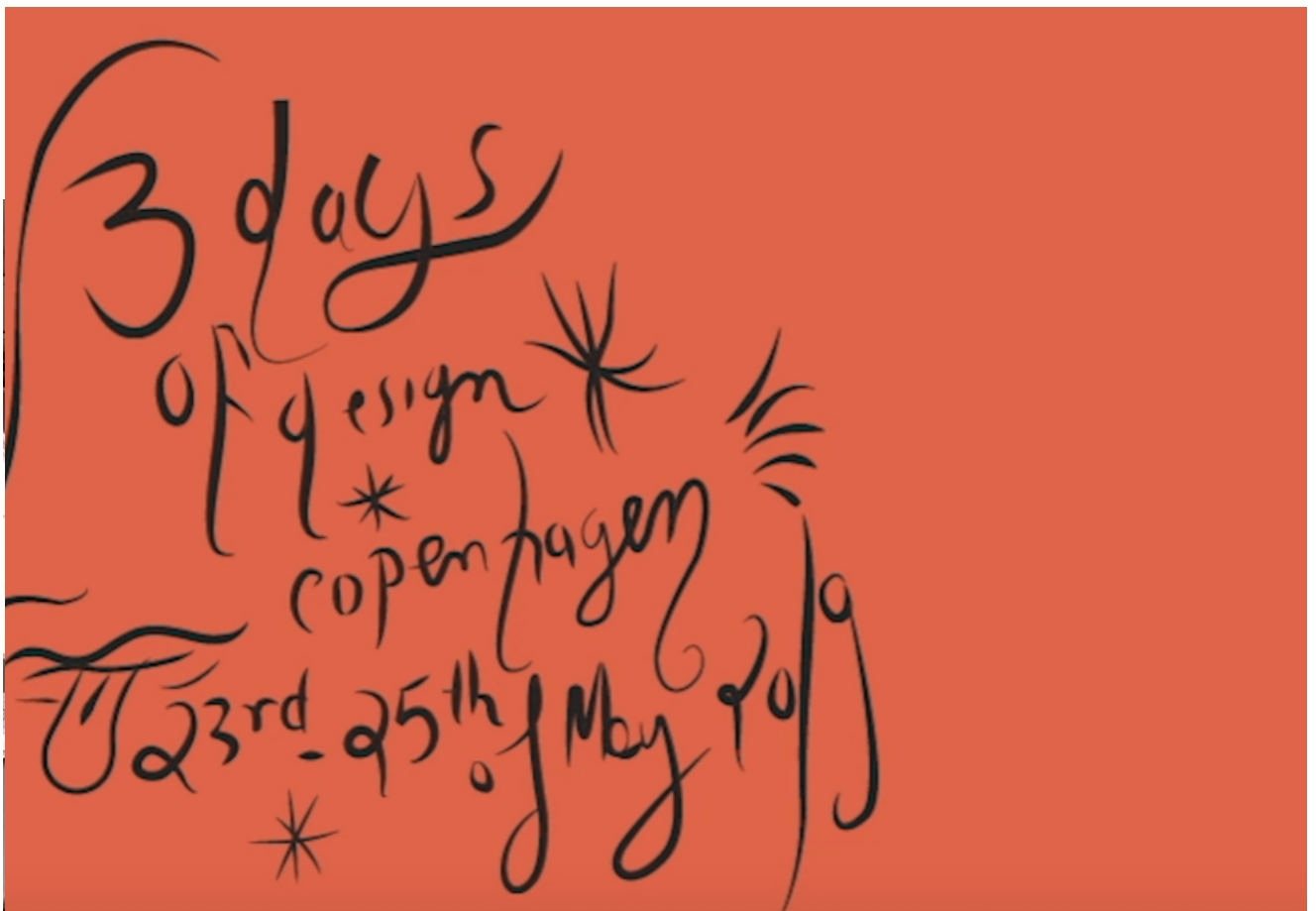
Wine labels

3 DAYS OF DESIGN

The biggest Danish event on design that involves the entire city of Copenhagen, 3daysofdesign, attracts experts, buyers, journalists, bloggers, but also design enthusiasts from all over the world.

The sixth edition took place from 23 to 25 May, and we contributed to organizing an exhibition titled "Italian sustainability-led

wood design" at the residence of the Italian Ambassador of Italy. With the help of the Embassy of Italy, Promos, Confartigianato Imprese Milano, Monza e Brianza, and Politecnico di Milano, we selected 6 Lombard companies active in wood design that combine craftsmanship, extreme functionality, and sustainable design.



BRAND CALABRIA

In 2019, we led the Brand Calabria project together with the Calabria Region and with the operational support of Unioncamere Calabria. The aim was to promote the brand "Calabria" among Danish trade operators, to strengthen trade flows from Calabria to Denmark and tourist flows from Scandinavia to Calabria.

At the beginning of the year, we took part in two events in Calabria: the kick-off meeting in January and a workshop in February to present the commercial opportunities of the Danish market, its specificities for the Calabrian agri-food and tourism sector, and the best strategies for developing this business relationship.

On 25 September, a Danish business delegation from the food, wine, and tourism sector travelled to Maida, Squillace, and Reggio Calabria to meet Calabrian companies.

Then on 7 October, a workshop took place in Copenhagen, where the cultural, touristic, and agri-food peculiarities of the Calabria Region were presented to local operators.

The event was enriched by a cooking show with Calabrian products, aimed at highlighting the ingredients and gastronomic traditions of Calabria.



Still in October, two promotional evenings were held at Qbrand restaurants in the Danish capital. Tèrra Urban Trattoria and Osteria Alfredo presented to guests a menu dedicated to Calabrian products, such as 'nduja, bergamot, olive oil, capers, and torrone.

50

Calabrian
companies
involved

100

Danish
operators

400

B2B
organized

ESSENCE PROJECT

Circular economy is a key theme in the policies of the European Union. Achieving its goals, namely the reduction of carbon emissions, energy efficiency, and the use of renewable sources, could be at risk if the labor market is not able to create jobs linked to these activities.

The general objective of the Erasmus+ project ESSENCE, Enhance Skills in StartUps for Waste iN Circular Economy, was to encourage the creation of new startups with a business model based on the circular economy.

The project's main goals were to identify skills to promote in entrepreneurs, to provide trainers with new teaching and training tools, and to increase the knowledge of policy makers to access a wide range of policies focused on the Circular Economy of different countries.

ESSENCE

ENHANCE SKILLS IN STARTUPS
FOR WASTE IN CIRCULAR ECONOMY



Essence was co-funded by the Danish Ministry for Higher Education and Science. We were leaders of this project and coordinated a group of international institutions, including Coopération Bancaire pour l'Europe (Belgium), FVB S.R.L (Italy), FUNIBER – Fundación Universitaria Iberoamericana (Barcelona), Lavrion Technological Cultural Park (Greece), and Aarhus University (Denmark).



The activities started in 2018. In January 2019, all the partners met in Athens to discuss the status of the project's intellectual output 3 (Waste - Training materials for startup coaches) and start the preparatory phase for the production of Intellectual Output 4 (Policy Library, best European policies on Circular Economy and startups).

In September, we organized a Learning Activity to introduce two organizations based on the principles of the Circular Economy (GATE2I and Minor Change Group) and some projects from Copenhagen's Municipality. Shortly after, Luca Cavinato and Signe Olsen presented the outcome of ESSENCE at the iClimate Annual Workshop.

UNINDUSTRIA TOUR

Filippo Tortoriello, President of Unindustria, general confederation of Italian industry managers, led an entrepreneurial delegation from Unindustria Lazio to Copenhagen. The aim was to bring attention to the Italian institutions' effective solutions for waste management and a circular economy.

We scheduled a tour for them that started at the Copenhagen City Hall and a meeting with Jonas Aabo Mortensen, Climate and Environmental Planner, who explained the city's waste disposal system. The tour continued at Amager Bakke, the multi-functional waste-to-energy facility, then to the the Dansk Industri's headquarters, concluding with the Bloxhub Technopole, where industrial companies, research institutes, and institutions study and plan together innovative solutions for sustainability.



This was the first stage of the "Roma Futura 2030-2050" project, which will lead to the launch of a major strategic plan for the city and a major international conference dedicated to waste disposal.



UNINDUSTRIA

UNIONE DEGLI INDUSTRIALI E DELLE IMPRESE
DI ROMA • FROSINONE • RIETI • VITERBO

ITALIAN BUSINESS CLUB "BEYOND CITYRINGEN"

Who is responsible for the opening of the Copenhagen metro? What does such a project involve in terms of operations and safety? And what challenges are there for an Italian construction company in the Danish labor market? These were some of the questions we tried to answer at our business club meeting in November 2019.

The event intended to sum up the activities related to the recently opened third Metro line of Copenhagen, the Cityringen, and involved many different Italian companies active in the building sector.

To give us an insight into the Metro construction, we invited Claudio Cassarino, director of Metro Service. He presented statistics on passenger numbers and punctuality of the metro trains and illustrated Metro Service's current and future activities in Denmark.

We also discussed deeply the theme 'security'. Alessandro Amicale, co-founder of the Danish company 2A Group, which provides engineering consultancy to the construction and railway industry, contributed with various cases and talked about special procedures in Denmark.



To provide an overview, our Project Manager Luca Cavinato drew a picture of the current projects in the construction sector in Denmark, which are dominated by Italian companies, such as the university hospitals in Køge and Odense. He also illustrated other future projects and potential developments for the local sector.

Our Secretary-General Chiara Dell'Oro explained the crucial differences between the Italian and the Danish labor markets, focusing on flexicurity, collective agreements, and security. She also provided concrete examples about business registration and opening of a bank account.

AREAS OF ACTIVITY

ASSISTING ITALIAN COMPANIES IN DENMARK

We offer tailored consulting services to a variety of Italian businesses and companies. We support Italian entrepreneurs to open commercial activities in Denmark and to exchange services with Denmark. We also give input on legal, administrative, and tax issues to newly established or well consolidated companies.

We offer our members complete services for staff, tax and accounting management, labor market consultancy, and intercultural communication. We carry out accurate market research and provide to our members meeting agendas with local producers, importers, distributors, or information on Danish business incentives.

FOCUS 2020:

We will expand further our HR department. In January 2020 we will add to the HR team Roberta Garavano. In fact, we started several new HR projects; the old ones have a strong foundation, and we proactively chose to invest in this department.

WHAT'S NEW:

Catering to the demand of the Italian companies we support in Denmark, we opened a new department, that will be fully operating in 2020, and hired two new employees, both experts in accounting and tax compliance.

4.247 Payslips issued

734 Employees fully resident in Denmark managed

4 Major projects in the building sector we followed from the beginning

7 New long-term customers gained

PROMOTING "MADE IN ITALY" AND ITALY AS A TOURIST DESTINATION

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, its art, and its cuisine.

But more can still be done. And for our part, we organize events to promote Italian brands and products, businesses, regions or specific geographical areas, as well as B2B and B2C networking events, incoming and outgoing missions. We also help Italian trade fairs to acquire exhibitors and visitors from all over Scandinavia and to organize targeted B2B meeting agendas.

To remain relevant, Italy must keep up with the times, follow the evolution of the international consumers and propose products still rooted in the Italian quality and tradition, but tailored to single foreign markets. Here we come into play, helping our partners to adapt their exports to the

Danish market, which is mature, but has its own peculiarities and its own channels. We keep up with the Danish events and trade fairs calendar and can help our members take part in those that best suit them.

It is also known that when Italian delegations are sent abroad, no one speaks English fluently nor understands the business culture of the counterpart. Our multilingual team is trained to help our members to deal properly with Danish customers or suppliers and to make them feel at ease in every situation.

More generally, a good promotion of "Made in Italy" must be channeled into a broader and wider international initiative. We are part of the network of the Italian Chambers of Commerce in the world, deeply rooted also in the Scandinavian network of local Chambers and can thus put in place huge and effective international advertising campaigns.

Part of our job is also to help Danish companies that want to import from 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.

FOCUS 2020:

In the first part of 2020 we will carry out two different promotional projects on Lazio and Puglia.

A CLOSER LOOK:

Italy remains a favourite holiday destination amongst Danish tourists. Between 600,000 and 650,000 Danes, roughly a ninth of the entire population, spend at least five days there every year. Danes know and appreciate Italian culture but show a clear preference for green and active tourism and are used to traveling in the low season. To improve its competitiveness, the Italian tourism system should base the promotional strategy on these alternative niches.

14 Fairs
in Italy or
in Denmark

42 Other events
we took part in

27 Events
we organized

9 Business
delegations

2 Cross-national
promotional
projects
we took part in

9 Promotional
dinners
organized

7 New
long-term
customers
gained

SHARING OUR KNOWLEDGE ABOUT DENMARK

At Danitacom we continuously work to ensure that Denmark remains an attractive location to invest and do business. We take every opportunity to raise awareness on the economic and trade potential of this country, to run specific market research, to illustrate collected facts and data, and to share information on Danish incentives to national and international companies.

We also enjoy sharing Danish outstanding results and best practices to inspire other countries to follow the Danish example.

FOCUS 2020:

We will take part in the "Chamber Mentoring for International Growth", a project launched by Unioncamere aimed at finding local managers and entrepreneurs willing to offer their expertise and to display local best practices to Italian entrepreneurs interested in becoming more competitive on an international level.

GOOD TO KNOW:

Through our mediation, the waste management of the Municipality of Copenhagen will serve as a green model for the project "Roma Futura 2030-2050", a great strategic development plan for the Italian capital city.

4

General
workshops
on Denmark

15

Dossiers

3

Market
researches
on specific
subjects

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 companies.

FOCUS 2020:

We will lead MARHER, a project that aims to educate professional heritage marketers, humanists with marketing and communication skills, who can enhance the history and tradition of a company and its products.

GOOD TO KNOW:

Our Project Leader Luca Cavinato took part in Bruxelles in a brokerage event, organized by CBE - GEIE Coopération Bancaire pour l'Europe, EVTA AEF and the Belgian-Italian Chamber of Commerce. The event was a meeting point for foreign stakeholders and organizations actively engaged in European planning, and more specifically in Erasmus plus programs.

2

Projects completed

5

Countries involved

1

New project accepted

PROMOTING INTERNATIONAL STUDENT AND ADULT LEARNERS' MOBILITY IN DENMARK

As a result of numerous solicitations coming from the EU, an education reform process started in Italy in 2012. Different steps of a national lifelong learning strategy were gradually implemented, and now the project "Alternanza scuola-lavoro" is promoted by the Ministry of Education, University and Research (MIUR) to increase the preparedness of learners for labor market entry or for continuing education and training.

At our Chamber, we believe in the formative value of work-based experience and in the potential of this pedagogical methodology. Therefore, during 2018, and thanks to our broad network of contacts in Danish companies, we helped 6 different schools to organize apprenticeships in Denmark for their students.

FOCUS 2020:

In 2020 we would like to choose projects that cover a longer period of time and involve fewer students to be able to follow the mentees more closely and provide them tailor-made know-how and experience.

6

Projects
completed

80

Learners
involved

1

Hours of
apprenticeship

FACILITATING NETWORKING

One of the principal benefits of joining Danitacom is becoming part of a 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 and more generally between our member community.

Last year was no exception. In 2019, we organized a total of 4 Italian Business Club meetings and provided our members with the opportunities to exchange knowledge, expertise, and best practices.

The first meeting took place in the headquarters of the law firm Lundgrens in Hellerup. With the support of our Communication Officer Chiara Marmugi, the Transnational Attorneys Sebastian Lysholm Nielsen and Alessandro Traina led a discussion on interculturality.

The second gathering was during 3daysofdesign at the residence of the Italian Ambassador, where Enea Sermasi from Politecnica, an Italian firm providing integrated service in architecture, engineering and urban planning,



Alessandro Biamonti from Politecnico di Milano and the young designer Jacopo Ducato Ruggeri from Edizero hold a round table on "Wood and Circular Economy".

Then we met in September at the DTU Campus in Lyngby, where Mikkel Hougaard Orlovski, with the help of our Project Coordinator Signe Olsen, held a workshop on Cultural Intelligence.

The last meeting in 2019 took place at Metro Service headquarters, and

consolidated the experience around the building of the third line of the Copenhagen Metro. The invited speakers were Claudio Cassarino, Managing Director of Metro Service, Alessandro Amicale from 2A Group, and Chiara Dell'Oro and Luca Cavinato, respectively General Secretary and Deputy General Secretary of Danitacom.

WHAT'S NEW:

The first Italian Business Club meetings were held in 2018, and were informal gatherings aimed to establish a connection and set the tone of the group. Over the course of 2019, we focused on more specific issues, launched sectorial forums and met regularly on a quarterly base.



FOCUS 2020:

We plan to expand your business club to Italy, organizing a meeting in one of the biggest Italian cities and involving local Danish entrepreneurs.

4

Italian
Business Club
Meetings

14

Speakers

127

Participants

26

Companies
involved

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 Associate Membership gives complete access to the full range of Chamber services, policy committees, and information including expertise and advice on a one-to-one basis.

In addition to the benefits of the Associate Membership, the Influential Membership gives priority access to our networking events and more visibility on our communication platforms.



FOCUS 2020:

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

95

Associate
Members on 31
December 2019

6

Influential
Members on 31
December 2019

68

Italian members

30

Danish Members

STRATEGIC PLAN

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To ensure sustainable, profitable growth through to 2020 and beyond, we would like to keep up with today's persistent pace of growth and change. Such a plan requires a disciplined balance of insight and execution.

In 2020, we will strengthen our position in the Danish market. We expect to maintain the growth trend started in 2017-2019 regarding support to the Italian companies in Denmark thanks to several new contracts signed by Italian companies in the building sector.

We also would like to expand our services. Our goal is to grow deeper roots in the Danish entrepreneurial network and to become for the local community not only a provider of promotional and commercial services, but also of administrative, legal, and accounting assistance.

We plan also to intensify our Customer Satisfaction surveys, targeting greater detail in the questionnaires. The Chamber's management will thus analyze the outcomes on a quarterly basis,

evaluate every stage of the staff's service, and consequently strengthen or integrate them.

Due to the increasing volume of work, in January 2020, three new employees have been hired: an HR Executive Assistant, a Director Executive Assistant, and a Project Advisor. Such a staff increase requires an internal restructuring. The objective of the Chamber for 2020 is to create stability in the new internal structure and in the internal processes. An internal handbook will be developed and distributed to maintain a stimulating and creative work environment that sees interculturality and diversity of approach as an opportunity for improvement.



DANITACOM

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