

## MARKET ACCESS

Danish membership in the European Union is the major factor in its trade policies. The Danes' support of free trade is based on a lack of natural resources and a need to import most raw materials used by industry. A major share of Denmark's exports are agricultural products, and Denmark joined the EC in 1973 principally to ensure retention of duty-free access to the United Kingdom market for its agricultural exports. In addition to the EC, Denmark is a member of the Organization for Economic Cooperation and Development (OECD), the General Agreement on Tariffs and Trade (GATT), and the International Monetary Fund (IMF).

### IMPORT CHANNELS

Denmark has a variety of experienced importers, sales agents, and distributors well versed in international trade. A large portion of the goods is handled by importers who purchase for their own account and distribute throughout the country and Europe. Because of the size, accessibility, and competitive nature of the Danish market, importers often insist on an exclusive distributorship. If the importer is a well qualified and experienced firm, an exclusive distributorship often yields the best results. Wholesalers constitute an important segment of the importers doing business in this manner. They are the primary source of supplies for the small- and medium-sized retail outlets, which often find it impossible to buy directly from manufacturers that require large orders. There are many commission agents and brokers in Denmark serving the domestic and European markets for seafood. A Danish representative can often provide an excellent starting point in exporting to Europe, and Danish firms can easily handle the logistics, linguistics, and stocks on behalf of the Canadian exporter.

### DISTRIBUTION

The introduction of products into the Denmark market is uncomplicated and may be achieved by several methods. Product representation throughout Denmark is facilitated by the compact market and may be achieved with any of the following distribution methods to cover the entire area, depending on the expected sales volume, product support requirements, and marketing techniques. Appropriate methods of distribution include: 1) establishing a sales office to serve the entire country and provide a distribution base for Western Europe; 2) selling through an agent or distributor whose activity may cover specified areas, the entire country, or include European sales; 3) selling through established wholesalers or dealers; and, 4) selling directly to stores, chains, retailer cooperatives, consumer cooperatives, or other purchasing organizations.

### COMMERCIAL INVOICE

Although no special form of contents are prescribed for the commercial invoice, it is advisable to include the following: 1) date and place of shipment; 2) markings of the packages and their numerical order; 3) exact description of the goods (e.g. customary commercial description according to kind, quantity, grade, weight [gross and net] in metric units, with special emphasis on factors that may affect value; 4) agreed upon price of the goods, including unit cost and total cost F.O.B factory, plus shipping, insurance and other charges; 5) delivery and payment terms; and, 6) the signature of a responsible official from the shippers' firm.