

Denmark, which ranks fifth in the world with respect to Information Technology (IT) penetration, represents a sophisticated and dynamic market.

Denmark's geographic location (between Scandinavia and Continental Europe), its large international airport and its transport and telecommunications infrastructure are important parameters in making it one of

solutions have recently been introduced in connection with corporate and institutional applications.

The Canadian Embassy maintains an up-to-date contact database of Danish telecom buyers and distributors and is ready to assess the market potential for your specific product and/or service.

Overview of Danish Informatics and Telecom Opportunities

Market profile

The Danish IT and Telecom Business sector is comprised of some 10,000 companies, but the country is a net importer of IT. The European Information Technology Observatory (EITO) estimated the Danish Informatics and Telecom market at US\$9.2 billion in 1998 and US \$9.5 billion in 1999.

In terms of Informatics and Telecom as a percentage of GDP, Denmark ranks equally high with 2.9 per cent — well above the 2.3 per cent average for Western Europe. The annual growth rate of the IT market in Denmark has been approximately 8 per cent (Western European average growth is 7.2 per cent).

There is consistently and continually a strong demand for IT solutions in Denmark. Due to high labour costs and Denmark's dependence on international trade there is a constant demand for software solutions and tools aimed at improving efficiency, automation and communication.

Many Canadian software firms find doing business in Denmark relatively straightforward, perhaps because most Danes fluently speak and write English.

Europe's best locations for product distribution.

Internet and other services

The Danish Internet market is dynamic and is growing at a rapid pace. Up to 68 per cent of all Danish companies have Internet access, and 25 per cent of all households had access by the end of 1998.

In a country of only 5.1 million inhabitants Internet access was sold last year to the tune of US\$142 million. This Internet market is expected to enjoy annual growth rates of between 20 and 30 per cent up to the year 2002.

In principle, there is a market in Denmark for practically every type of software — except administrative software packages for the corporate market. Two Danish companies, Damgaard/Axapta and Navision, dominate this market. The Canadian Embassy in Copenhagen can do a market assessment for your specific product.

The Danish Telecom market is dynamic with new services being continuously offered in both corporate and consumer markets. Wireless

Canadian successes

Canadian software firms that have enjoyed success in Denmark include Mobile Data Solutions, Arrix Canada, ACL, Corel, Jetform, Cognos, MGI, Softimage, Discreet Logic, MKS, Hummingbird and Alias.

Major trade fair

In terms of local trade shows, the annual Datacom & Connectivity Show, called Netværk & Telecom, is highly recommended. Netværk & Telecom 2000 is slated for June 2000.

For more information on this market, contact David Horup, Business Development Officer, Canadian Embassy, Copenhagen, tel.: (011-45) 33 48 32 58, fax: (011-45) 33 48 32 21, e-mail: david.horup@dfait-maeci.gc.ca *

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