

---

## IV. DENMARK

---

Denmark is principally a secondary manufacturing country with at least the technological capacity of Canada. Denmark has a free enterprise economy and the great majority of businesses are privately owned. Manufacturing, the most dynamic sector, is made up mainly of small but highly specialized units. Traditional aquacultural production has been successfully expanded into an advanced food processing industry. In addition, the brewing industry and the metal-working industry, particularly machinery fabrication, have attained importance. The "newer" industries such as plastics, pharmaceuticals, chemicals and electronics are thriving. Denmark is a good market for Canadian products and has not been fully exploited.

Because of the country's size and the compactness of the market, foreign firms generally appoint one exclusive representative for Denmark. There can be occasions when a local firm asks for representation for all Scandinavian countries because it deems the Danish market too small to warrant its activities. Canadian exporters are advised to consult the commercial counsellor at the Canadian Embassy in such instances before granting the representation. Remuneration of a representative may take the form of commission only, salary only, or a combination thereof.

Correspondence supported by adequate price and product information may be sufficient to attract initial interest. Business letters in English are generally acceptable (very few Danes speak or write French).

Prices should be quoted in Canadian or U.S. dollars, preferably c.i.f. Copenhagen, to permit comparison with competing goods. Pricing decisions should be made with a precise and up-to-date awareness of the combined impact of currency exchange rates and ocean freight rates on your products' competitiveness relative to those of nearer European suppliers.

There is no standard method of payment in Denmark. Payment on sight or within 30 to 60 days is usual. For capital goods, payment is within 90 to 120 days, occasionally 180 days. Quotations should be accompanied by an adequate supply of descriptive literature and samples for distribution to potentially interested agents and/or buyers.