

Are you looking for the right destination for your next business event?

# STAY SAFE IN DENMARK

Host your next business event or conference in one of the safest, most secure and peaceful countries in the world; Denmark.

## PROBABLY ONE OF THE SAFEST SPOTS ON EARTH

Attending a conference or a meeting in Denmark is quite a pleasant experience. World-famed food, a hyper-connected infrastructure and people who are easy to get along with. Thanks to the unique and inclusive welfare and healthcare systems, people trust each other and know that the authorities are working to keep everyone safe - through pandemics and in general.

In fact, there's not much to worry about around here. Denmark has low crime rates and high health. Even traffic is safer here than almost anywhere else. Maybe that's why Denmark is one of the five safest countries in the world according to a new survey by SOS International.

### The most peaceful country you'll ever visit?



Political violence is an unknown concept around here, and Danes prefer to listen and talk. No wonder Denmark is continuously placed in the Top 5 on the annual Global Peace Index.

### The healthiest business climate in Europe



According to the World Bank Group, the business climate of Denmark ranks as the best in Europe. There are several reasons for this, but they all begin with one core value: Trust.

### One of Europe's most digitized countries



Denmark has a highly tech-savvy population and an outstanding IT infrastructure. On the EU Digital Economy and Society Index, the small country is rated as the most digitized in Europe. So, no need to worry about integrating hybrid and virtual components into your event.

### A country of bridge builders



Denmark has a hyperconnected infrastructure with high-speed internet, roads, railway, international airports and bridges connecting the cities and people of Denmark with each other and the world.

### People with an international mindset – and tongue



Danish might seem like an odd and exotic language, but don't worry about being lost in translation. 9 out of 10 Danes speak English and many master German, French, Spanish or other languages as well.

For more information about hosting your next meeting in Denmark, please visit [www.meetdenmark.dk](http://www.meetdenmark.dk)



Danmarks  
Erhvervsfremmebestyrelse

MeetDenmark

# A NERVE CENTRE FOR INNOVATION

Denmark has a rich tradition for thinking outside the box.

Think of some of modern history's most innovative brands and enterprises, and you will probably think of companies like LEGO, Danfoss, Carlsberg, Novo Nordisk, Grundfos, Vestas and Bang & Olufsen.

Maybe it is because of the small size of the country, that Danes have always been driven to think outside the box to stay ahead of the competition. Nevertheless, Denmark has a long history of coming up with smart solutions for society, everyday life and businesses.

Today is no different; Denmark is a nerve centre for innovation. Danish knowledge strongholds and industries today include Life Science, Robots and Drones, Information & Communication Technology, Food & Nutrition, Housing & Design, Green Energy and Creative Industries.

## A leading tech-nation

85% of Danish citizens are online and actively engaged in the use of a variety of online services, making their digital skills highly advanced.

The implementation of a national digital signature and an online platform for all interactions between citizens and public authorities have contributed to making Denmark a leading tech nation. Today, Denmark has a very high level of ICT usage, integration of digital technologies and digital public services.

## Security of electricity supply among the best in Europe

Why are companies like Google, Apple and Facebook placing their new data centres in Denmark? The answer is quite simple: Power fails far less frequently in Denmark than in other countries.

Since 1990 the Danish security of supply has been stable at 99.99 %, which corresponds to an average consumer being without electricity for around 40 minutes a year. Yet, in practice, most consumers never experience an outage during the course of a year.

## The 2nd best public health care system in the world

For every 1,000 people in Denmark, there are about 3.4 doctors and 2.5 hospital beds. They are free of charge for all residents, as the public health care is 100% funded through taxes. And it works! According to US News' Best Country Survey, Denmark has the second most developed public health care system in the world.

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