

INVITATION



# DANISH ROYAL VISIT TO FRANCE

6-8 OCTOBER 2019

TOGETHER FOR A BETTER LIFE

France – Danmark: Pour un avenir durable



On the occasion of the visit of Their Royal Highnesses the Crown Prince Couple of Denmark to France, the organising team is pleased to invite Danish companies to join the business delegation.

# DANISH ROYAL VISIT TO FRANCE 2019

## WHY FRANCE?

France is the world's 6th largest economy and is characterised by a very diversified economy.

Danish exports of goods and services to France have increased by 10% in 2018 compared to 2017. Danish exports of goods and services to France amounted to DKK 28.8 billion and DKK 10.7 billion, respectively, in 2018. This makes France Denmark's 8th biggest export market.

However, Danish exports to France are still only around ¼ of the exports to Germany and ½ of exports to Norway, indicating an untapped potential for Danish companies.

## WHY ATTEND?

In France, Denmark is perceived as a nation with answers to many of present society's questions and priorities. A highly developed and family friendly country with a healthy and environmentally conscious lifestyle. Many of the same trends are beginning to show in France, making this a unique moment for Danish companies to use the Danish brand as a door-opener.

In October 2019, an official Danish business delegation will travel to Paris on the occasion of a Royal Visit by Their Royal Highnesses the Crown Prince Couple of Denmark. The main focus of the visit will be strengthening economic ties between Denmark and France. Delegates will participate in a two day programme of networking events, seminars and site visits. Delegates will meet potential customers and partners as well as gain new insights into market opportunities in France.

The visit provides an excellent opportunity for Danish companies to acquire and nurture business contacts in France and to meet business representatives, organisations, public authorities, media, and knowledge-based institutions.

## SECTOR FOCUS

Activities, seminars and events during the visit will take place under three sector themes. Priority will be given to companies from these sectors.

### Healthcare

"Elder Care", "Smart Hospitals" and "Life Science"

### Energy and Sustainable Cities

"Wind Energy", "District Heating and Cooling" and "Intelligent and Sustainable Cities"

### Sustainable Lifestyle

"Fashion", "Design" and "Furniture".

A limited number of companies (50) can participate.

## FRANCE AT A GLANCE

### Population

69.9 million

### GDP

2,439 billion Euro

### GDP per capita

35,100 Euro

### GDP growth

2017 2.3 %

2018 1.6 %

2019 1.4 %\*

2020 1.5 %\*

2021 1.6 %\*

\*Projections

### Major industries

Agriculture, aerospace, pharma, tourism and car production

### Danish exports

(goods and services)  
to France (2018)

39.5 billion DKK

### Danish imports

(goods and services)  
from France (2018):

32.8 billion DKK

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## SECTOR FOCUS AND ACTIVITIES

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### HEALTHCARE

With the French Government's recent adoption of « Ma Santé 2022 », a newly announced health reform including a “roadmap” for health care digitalisation as well as an up-coming extensive reform of the elder care system, France is in a fast-moving transformation process working toward a modernisation of the entire healthcare sector.

In this process, the Embassy in Paris has noted significant interest for Danish experience and know-how. In 2019 alone, the Embassy is involved in around 10 French health care delegations visiting Denmark, including e.g. policy makers, hospital directors, nursing home directors etc. France is looking for new ways to create an efficient and sustainable healthcare system. Solutions from Danish companies can contribute to this transformation. During the royal visit, the Embassy will organise seminars, meetings and visits to bring together the Danish companies and the French stakeholders and decision makers in order to discuss collaboration possibilities.



### ENERGY AND SUSTAINABLE CITIES

France is a very ambitious market in terms of energy transition and driving changes for more sustainable and efficient urban solutions. The country is home to major energy companies such as Total, EDF and Engie, and President Macron is personally engaged in “Making our Planet Great again”. This includes a national ambition of reducing the nuclear share of the energy mix from 75% to 50% by 2035 as well as a goal of obtaining 32% of the total energy production from renewable sources.

District heating and cooling from renewable sources play a significant role and is planned to increase 5-fold between 2012 and 2030. Wind energy will also play a significant role in the transition. France has a vast coastline and a potential of 10 GW of off-shore wind to be installed before 2030. More than 3.5 GW will be installed in the coming years and new tenders are expected to be announced soon.

In Paris and other urban centers, there is an increasing focus on the concept of smart cities including energy efficient solutions (e.g. building related). Also, sustainable mobility is a key theme, leading to electric transportation, like the “Grand Paris Express” with 200 km of automatic lines, which is demanding a rethinking of the infrastructure.

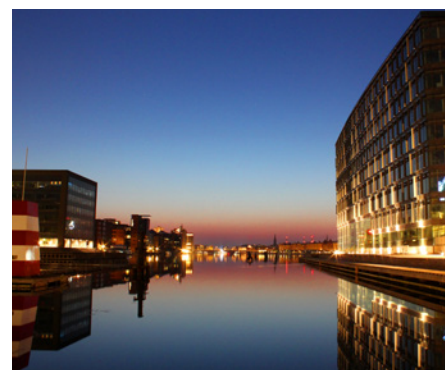


### SUSTAINABLE LIFESTYLE

Denmark has a very strong brand recognition in France, in particular in the areas of fashion, design and furniture. Furthermore, Denmark is associated with happiness and quality of life. A large number of Danish brands are well established in France and the 4th and 5th largest Danish export categories to France are clothes/accessories and furniture.

Design and Fashion incarnates French culture and lifestyle. A new report from the French Fashion Institute shows that the French fashion industry is currently outperforming other growth industries like aviation and the car industries with a value of around 150 billion euro.

Danish Fashion and design is often perceived as trendsetting and with a focus on user experience and comfort. Not least when it comes to bringing sustainability and quality of life on the agenda, thereby adding to the storytelling of the products. Improved well-being and quality of life are moving up on the priority list of French consumers, and French fashion and design is increasingly emphasising sustainability, paving the way for even more opportunities for Danish companies with a sustainability story to tell in relation to their design and products.



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## TENTATIVE PROGRAMME

The visit will take place on 6th to 8th October 2019 in Paris. For more information about the sector specific content of the tentative programme, please visit [france2019.danishroyalvisit.dk](http://france2019.danishroyalvisit.dk). The latest version of the programme will be available on this website at all times.

TIME	PROGRAMME ACTIVITY
<b>SUNDAY 6 OCTOBER</b>	
MORNING	Arrival in Paris
AFTERNOON	Set-up of company stand at The Danish Village for a Better Life
	Welcome briefing at Maison du Denmark for the Danish business delegation
EVENING	Informal dinner at Maison du Denmark at Champs-Élysées (at own expense)
<b>MONDAY 7 OCTOBER</b>	
MORNING	Sector specific activities; seminars and site visits
AFTERNOON	Opening event and network lunch with participation of TRH the Crown Prince Couple
	Sector specific activities; seminars and site visits
EVENING	Reception with participation of TRH the Crown Prince Couple
<b>TUESDAY 8 OCTOBER</b>	
MORNING	Sector specific activities; seminars and site visits
AFTERNOON	Sector specific activities; seminars and site visits
EVENING	Grand Dinner at Hotel de Ville, Paris with participation of TRH the Crown Prince Couple

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## WHAT'S INCLUDED IN THE PRICE?

The participation fee is DKK 25,000 per company, which includes two delegates. The fee is based on a group of 50 participating companies and an expected subsidy from the Danish Trade Council.

### The basic package includes:

- Pre-meeting at Industriens Hus in Copenhagen 28 August 2019 at 9.30-12.30
- Company presentation in the official brochure for the event
- One official company roll-up and small stand at The Danish Village for a Better Life
- Targeted invitations to French partners to participate in relevant events (based on inputs by the participating companies)
- Outreach to Danish and French media
- Welcome briefing by Denmark's Ambassador to France and the organising team
- Reception with participation of Their Royal Highnesses the Crown Prince Couple of Denmark
- Participation in sector site visit(s) and seminars
- Grand Dinner with participation of Their Royal Highnesses the Crown Prince Couple of Denmark. Each company will have 3 seats for own delegates and/or guests.
- Business conference
- Business networking receptions and lunches
- Local transportation by bus between events in Paris
- Debriefing (evaluation of programme)

## WHAT CAN BE ADDED TO THE STANDARD PARTICIPATION?

### Travel and hotel

Participating companies cover their own costs in relation to travel, hotel and local transport outside the official programme of the export promotion. Due to heavy traffic in Paris some local transport to and from start-venues in the morning or late afternoon can be with metro at own cost. BCD Meeting & Events handles travel and hotel reservations for the event. Upon registration, you will receive a travel proposal from BCD Meeting & Events, who will assist you. Please write [delegation@bcdme.com](mailto:delegation@bcdme.com) for further information.

### Additional participants

In addition to the two company participants (delegates) included in the standard package, it is possible to pay for participation of extra delegates. Tickets are allocated on a first come, first served basis.

The price is DKK 2,000 per additional company delegate and includes the above, with the exception of the Grand Dinner.

### Extra seats at the Grand Dinner

It is possible to buy extra seats for the grand dinner. Availability is on a first come, first served basis. The price is DKK 1,500 per extra seat.

## ADDITIONAL INFORMATION

### The Royal Danish Embassy in Paris

#### Healthcare

Annette Bertelsen Arbes  
[annber@um.dk](mailto:annber@um.dk)

#### Energy and Sustainable Cities

Karen-Luise Johansen Geslin  
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#### Sustainable Lifestyle

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#### Confederation of Danish Industry

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Camilla Mai Petersson  
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#### Danish Chamber of Commerce

Pia Hanne Hansen  
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#### Danish Export Association

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#### Danish Shipping

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#### SMVdanmark

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## HOW TO SIGN UP

Please complete the online registration form no later than **20 June 2019**.

[france2019.danishroyalvisit.dk](http://france2019.danishroyalvisit.dk)

Upon registration and approval of your participation, you will receive a confirmation mail of your participation and newsletters with relevant information.

The organisers will contact you to clarify your expectations.

