

# Danish Business Club in Spain



**The key to success in export markets is more than just having good products, prices and partners. The knowledge about local and international legislation as well as good relations with authorities can prove crucial.**

**The Danish Embassy deals with political and commercial issues on a daily basis. In this context we are launching the first Danish Business Club (DBC) in Spain for executives and senior managers working within Danish affiliates.**

**The overall objective of the DBC is to facilitate contacts among leaders of Danish companies in Spain and to improve their visibility and their importance to the Spanish economy.**

**DBC will serve as a network and knowledge sharing platform for Danish affiliates in Spain as well as facilitating the communication with the Danish Embassy.**

#### **Mission**

The mission of the Danish Business Club in Spain is to create added value to Danish companies by organizing business and networking events with particular focus on Danish interests. The overall objectives are to:

#### **Create a networking and knowledge-sharing platform:**

Enhance dialogue and cooperation between Danish subsidiaries on the Spanish market. Sharing experiences on ie. strategic and practical challenges and finding synergies or opportunities of engaging in business together.

#### **Provide access to key stakeholders:**

Stakeholder management is crucial for most businesses. By attracting key stakeholders, we can provide your company with valuable market intelligence and assist with the interaction with authorities, policy makers and relevant business people.

#### **Branding Danish companies:**

Danish brands in Spain are synonymous with high quality, innovation and efficiency. The DBC will contribute to this branding by improving the visibility of Danish companies in Spain and their importance to the Spanish economy.

#### **Membership**

The Trade Council in Spain will coordinate and organize at least 4 activities per year including:

- Events aimed at emphasizing Danish values and create increased awareness of Danish businesses in Spain;
- Roundtable events on key topics related to doing business in Spain, such as industry policy, innovation, taxation. Topics will be defined together with DBC's members;
- Exclusive events with top government officials, industry leaders and KOLs;
- Confidential briefings by the Ambassador on the economic and political outlook for Spain.
- Club members will receive a quarterly newsletter containing information on key political, economic and cultural news and events relevant for managers of Danish subsidiaries in Spain.

#### **Terms and conditions**

- DBC is an initiative targeted at all Danish subsidiaries registered in Spain;
- The basic annual membership fee is EUR 950 per company (see conditions here);
- Membership is automatically renewed unless the member notifies their cancellation in writing.

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