

# Preparing to export

## Start-up considerations

The traditional routes of market entry are:

- direct exports
- finding a distributor or wholesaler
- joint venture

Once you have a foothold in the market you should consider starting up a Danish subsidiary. This is a quick and relatively easy process in Denmark.

'Invest in Denmark' and 'Copenhagen Capacity' provide information on setting up a business in Denmark. See: [www.investindk.com/Establishing-a-business-in-Denmark](http://www.investindk.com/Establishing-a-business-in-Denmark) and [www.copcap.com](http://www.copcap.com)



## Challenges to doing business in Denmark

Doing business in Denmark is very similar to doing business in the UK. If your product or service is successful in the UK, there is a good chance you will be successful in Denmark.

Denmark is a member of the European Union (EU) so there are no significant trade barriers in exporting to Denmark.

*Image courtesy of Alex Underwood*

*[Source: Department for International Trade (DIT)/gov.uk ]*

Sponsored By:

### **ICT / Telecommunications**



### **Law / Legal Service**

LUNDGREN S

### **Airline / Business Travel**



### **Engineering, Design & Consultancy**



### **Commercial Real Estate / Office Space**

*Sadolin* | ALBÆK

### **Accountants / Professional Business Services**



### **Relocation Services**



;

Contact IMA  
International Market Advisor  
IMA House  
41A Spring Gardens  
Buxton  
Derbyshire  
SK17 6BJ  
United Kingdom  
Email: [info@ima.uk.com](mailto:info@ima.uk.com)  
General enquiries switchboard: +44 (0) 1298 79562  
Website: [www.DoingBusinessGuide.co.uk](http://www.DoingBusinessGuide.co.uk)