



THEN
TODAY
TOMORROW
GOODWILL
GOING FORWARD

YEARLY REPORT

2021

COPENHAGEN GOODWILL AMBASSADORS

HRH PRINCE JOACHIM OF DENMARK

PATRON OF THE CORPS

“

Congratulations on your 25 years of goodwill to all of the Goodwill Ambassadors.

As a Global network, you are strong and are an enormously valued resource for our capital. With your help we see opportunities that are not always visible for the Danish eye. That is essential for the constant progress of our city.

The concept of the Goodwill Ambassadors and the work you do is extraordinary.

Not many cities around the world are fortunate enough to have a network of volunteers working for their home country, promoting Copenhagen and Denmark abroad.

Thank you for being passionate about Copenhagen and Denmark, and promoting your home country abroad.

I hope you will have a wonderful 25-year Anniversary.



HRH Prince Joachim of Denmark
Patron of Copenhagen Goodwill Ambassadors



WELCOME

It is always a pleasure to welcome back the Goodwill Ambassadors to Copenhagen, and this time it was for the 25th anniversary 2021!

After a long break due to the Covid-19 lockdowns, we were happy to see many of you were able to come back here again, for a long waited physical meeting.

Our capital is continuously developing - and so is the Goodwill Ambassador network. These last 18 months, we have been more digitalized, with digital meetings, and connecting on platforms with face time in order to keep up the collaborative work and to constantly strive to improve -just like our city, Copenhagen.

The priorities for this years´meeting is to re-introduce the Goodwill Ambassadors to the most important initiatives in Copenhagen, and to re-connect as a group.

The employees of Copenhagen Capacity and Wonderful Copenhagen are eager to share, and hope in return to discover new project, ideas, and initiatives, from members abroad. We utilized our anniversary to gather the strengths of the network with newly found inspiration and motivation, and developed as a group. We are a highly valued resource as a network, and together we can do even more.

We would like to thank the Goodwill Ambassadors for the dedication and we are looking forward to the next gathering and welcome you back to Copenhagen.



JENS KRAMER MIKKELSEN | Chairman | Copenhagen Goodwill Ambassadors
LINE OLUFSON BRUUN | Head of Secretariat | Copenhagen Goodwill Ambassadors
MIKKEL AARØ-HANSEN | CEO | Wonderful Copenhagen
ASBJØRN OVERGAARD CHRISTIANSEN | CEO | Copenhagen Capacity

ANNUAL MEETING 2021

Every August, the Goodwill Ambassadors gathered in Copenhagen for the Annual Meeting. The Goodwill Ambassadors were invited home for a three-day seminar, in which they were updated on the latest news, strategies, and priorities from Greater Copenhagen and met with relevant actors and stakeholders from Copenhagen.



Copenhagen Goodwill Ambassadors 25th Anniversary

One primary priority for 2021's Annual Meeting was to introduce the Goodwill Ambassadors to the most important initiatives in Copenhagen and key actors from the Copenhagen business landscape was therefore invited to meet, present, and interact with the Goodwill Ambassadors.

Another priority was to keep furthering the relationship between the Goodwill Ambassadors and the employees of Copenhagen Capacity and Wonderful Copenhagen, as this is a crucial way to discover new projects, ideas, and initiatives. Finally, it was a priority to cultivate and utilize the strengths of the network in the best way possible, to generate newly found inspiration and motivation.

GOODWILL AMBASSADOR OF THE YEAR



Niels Christian Nielsen USA, *Goodwill Ambassador of The Year 2021*

Once again, we awarded the annual ‘Goodwill Ambassador of The Year’ along with some special recognitions at our Goodwill Awards Dinner.

The evening was hosted by Lord Mayor, Lars Weiss, as a celebration and a token of appreciation of all the resources and hard efforts put into the work of a Goodwill Ambassador. The honorary title is awarded to a member, who has created extraordinary results and shown extraordinary dedication for Copenhagen.

The awards was handed out during the annual Goodwill Awards Dinner at Copenhagen City Hall on Monday August 23rd. The dinner was attended by Goodwill Ambassadors with spouses, relevant stakeholders and employees from Nørregade.

OVERVIEW OF SELECTED HIGHLIGHTS FROM OUR WORK IN 2021

Over the 25 years a wide range of activities have been conducted attracting investments, talents, conferences and tourists to Copenhagen. In total +850 have been registered in the last 10 years of GWA. These are the highlights of 2021.

BRINGING DENMARK TO JAPAN

PEDER HOLM

was awarded for his work in bringing Japanese tourism to Denmark for more than 25 years and most recent his assistance in the Tokyo Olympics 2020, Peder was the contact point and has put in a lot of effort, assisting DIF.

JAPAN

PROMOTING DENMARK TO THE AUTOCAMPER COMMUNITY

SØREN EJSENHARDT

award for his role in promoting Copenhagen and Denmark, most recently in interviews with radio, TV and in prestigious Autocamper Magazines, due to his involvement with the Copenhagen Autocamper Park at Orientkaj.

SWITZERLAND

BUILDING BRIDGES TO COPENHAGEN

MALENE RYDAHL

Recognized for her role and effort as a Goodwill Ambassador; connecting her network with the people of CopCap. Creating a lead that most likely will end in a project and establish several Danish jobs.

FRANCE

BUILDING BRIDGES TO COPENHAGEN

NIELS CHRISTIAN NIELSEN

WIKIFACTORY chose to open an office in Copenhagen thanks to his extraordinary contribution and input in this collaboration.

USA



HOW WE WORK



We open doors to international companies and individuals, and we are globally connected on a high level.



*We speak and act on behalf of Copenhagen.
Global Ambassadors are carefully selected based on high-level positions and global networks.*



We develop projects with a strong affiliation towards Copenhagen, and we have a great interest in bringing value to our capital.



We promote Copenhagen internationally and put our capital on the world map.



We apply global knowledge to Copenhagen with our international perspective, and it is of our great interest to create the best possible terms for the city.

OUR WORK

COPENHAGEN
GOODWILL
AMBASSADORS
25TH ANNIVERSARY

2021



INVESTMENT CASES THROUGH COPENHAGEN CAPACITY

The Goodwill Ambassadors has since 2010 been involved in 7 cases where international companies have set up shop in Greater Copenhagen. In total, the cases have created an annual growth in Danish GDP-contribution of 415* million DKK, which in total has contributed with creating 341* jobs in Greater Copenhagen.

●

In 2019 Silicon Valley Bank announced their opening of a Nordic HQ in Copenhagen.

Copenhagen Capacity dialogued with the bank to assist their setup, but the lead originally came from Martin Manniche, GWA USA, and Martin played a consistent role in the investment with his network and know how, serving as a mediator between the bank and Copenhagen Capacity.

●

In 2020 the Turkish company Intetra approached Copenhagen Capacity with an interest in investing in Copenhagen.

GWA in Turkey, John Sytmen, was contacted and he ended up playing a crucial role in the investment, serving as a mediator and cultural translator between the company and Copenhagen Capacity.



ATTRACTION OF CONVENTIONS AND EVENTS CASES WITH WONDERFUL COPENHAGEN

GWA's since 2010 have been involved in numerous cases of attracting conventions and large events to the Greater Copenhagen area. We have studied 3 of these events and concluded that the total contribution is more than 10.000 participants, 82.600 bednights, 210.198.00 DKK in direct revenue and created 290 jobs in the region.

17 GWA's activated their global network, facilitated meetings and lobbied for decision makers, in securing the UIA World Congress of Architects to be held in Copenhagen in 2023.

As a part of the convention Copenhagen has been announced as World Capital of Architecture. The convention is expected to bring 10.000 participants, 80.000 bednights, 200.500.00 DKK in direct revenue and 276,7 jobs created in the tourism industry.

●
1 Goodwill Ambassador secured the IATP convention to be held in Copenhagen in 2020. The convention is expected to bring 450 participants, 1800 bednights, 7.218.000 DKK in direct revenue and 10 jobs created in the tourism industry

●
1 GWA played a crucial part in securing the World Scout Conference for Copenhagen in 2014. The convention brought 200 participants, 800 bednights, 2.480.000 DKK in direct revenue and 3,4 jobs created in the tourism industry.



THE HUNT FOR TALENT

The Youth Goodwill Ambassadors of Copenhagen, now Young Professionals in Denmark was established as a result of a project lead by the former Goodwill Ambassador Caroline Arends; the project ultimately initiated the Talent attraction and retention program, led by Copenhagen Capacity today.

The programme takes inspiration from Israel, and it is supported every year by the Patron of the Copenhagen Goodwill Ambassadors, Prince Joachim of Denmark who attends the annual student event and speaks to the students.



INTERNATIONAL PROMOTION OF COPENHAGEN

GWA, Jens Olesen (Brazil), arranged for Copenhagen to be aired globally on CNN, as a part of Richard Quest's 'Future Cities' series -some years earlier it was also arranged for Copenhagen to become a fixed destination of CNN's global weather report map.



Denmark was very well promoted during the 2016 Olympics in Brazil, and will be at the Olympics in Tokyo, due to hard work from three Goodwill Ambassadors. The GWA's has contributed with arranging royal attendance, speakers, placement of Danish pavillon, sponsorships, etc.



During the years the Goodwill Ambassadors have strategically been using their network to place Denmark and Copenhagen in international medias such as the New York Times.



OUTSIDE-IN KNOWLEDGE APPLIED TO PROJECT DEVELOPMENT

In August 2018, the Danish Prime Minister, Lars Løkke Rasmussen, announced the initiation of the new Diaspora Denmark Task Force, and in August 2019, Diaspora Denmark was established. The project initially started as a Goodwill Ambassador project, mainly initiated by Goodwill Ambassador, Lars Himmer (Russia). You can read more about Diaspora Denmark here: diasporadenmark.com/recommendations.



The report 'This is how Denmark becomes number 1' was published by the Goodwill Ambassadors and was the result of a project led by Goodwill Ambassador in Switzerland, Waldemar Schmidt. .



Martin Manniche (USA), has been part of the Growth Team of the Danish Ministry for Industry, Business and Financial Affairs. Here, he has engaged in the national challenges of how, through digitalization, Danish companies can continue to be global front-runners in developing green resource-efficient solutions.



OTHER PROJECTS WITH DIFFERENT PARTNERS

During the years the corps have carried out over 800 activities and projects, ranging from the large prestigious projects, to a range of smaller and more special projects.

Goodwill Ambassador Waldemar Schmidt, Schweiz is involved in the exhibition of one of the most complete Tyrannosaurus Rex skeletons in the world, Tristan Otto, at the Natural History Museum in Copenhagen in 2020.



3 Goodwill Ambassadors activated their local network when assisting Blast ProSeries in setting up the worlds largest e-sport tournament in Brazil, UAE and Turkey.



COPENHAGEN FACTS

Becoming
The Most Sustainable Capital in the World
is the declared ambitious vision in Copenhagen

Monocle magazine:
Copenhagen is the worlds' n0.1 spot in 2021 survey of *Quality of Life*. For the fourth time **since 2007**.

Denmark is a global leader in green transition
The 2020 Environmental **Performance Index, Yale & Coloumbia, 2020**

Reach 100 million consumers within 24 hours
From Greater Copenhagen you can access 25 million Scandinavians and the Northern European market of 100 million consumers within 24 hours



Largest airport in Scandinavia

More than 170 global flight connections and direct flights to 26 cargo destinations

Copenhagen and Denmark is number 1 in Europe on

Easy of Doing Business World Bank 2020

- CEOWORLD Magazine

4.4 million inhabitants

Greater Copenhagen is a **vibrant business region**, covering Eastern Denmark and Southern Sweden

Denmark is the world's most progressive country in terms of gender equality

- Equal Measures 2030



Copenhagen is the **world's smartest City**


- Future Today Institute

A WORLDWIDE NETWORK: WHERE WE ARE



North America

- Toronto
- Los Angeles
- New York
- San Diego
- San Francisco
- Palo Alto
- Houston



Middle and South America

- Monterrey
- São Paulo

Photo credit: Daniel Rasmussen

Europe

Belgrade
Berlin
Bremen

Brussels
Crans-Montana
Comono

Geneva
Istanbul
Krakow

Lausanne
London
Malaga

Mölle
München
Moscow

Paris
Zürich

Asia

Abu Dhabi
Bangkok
Beijing
Dubai
Guangzhou
Hanoi
Hong Kong
Mumbai
Shanghai
Singapore
Tokyo

Africa

Cape Town

Oceania

Melbourne

GOODWILL AMBASSADORS OVER THE YEARS

Over 25 years, the Corps and Copenhagen has benefitted from the Goodwill of many individuals from more than 50 countries worldwide. Below the Ambassadors who have formed part of the Corps over the years.

Anders Fisker	Canada	Hans Asaa	Ireland
Anja Wittrup	Belgium	Hans J. Helms	Belgien
Ann Rosenberg	United States	Hans-Kristian Højsgaard	France
Anna T. Holiday	United States	Hans Martens	Belgium
Anne Lise Kjær	United Kingdom	Helle Espensen	Spain
Anne M. Høyer	France	Helle Priess	H K, Singapore
Anne-Grethe J. Mortensen	Germany	Henrik Ambak	UAE
Annie L. Laszig	Germany	Henrik F. Rasmussen	United States
Bent Rønno	Australia	Henrik Irmov	Japan
Bent Tschernia	Switzerland	Henrik Jelert	United States
Bent Walde Jensen	Czech Republic	Henrik J Andersen	Malaysia
Bernd J. Larsen	United States	Henrik Nyborg	Switzerland
Bo Ilsøe	Switzerland	Inge Buckley	United States
Caroline Arends	Israel	Isabell Kristensen	Monaco
Charlotte H. Henningsen	Italy	Jacob Friis	United States
Chris Ugilt Hansen	Switzerland	Jacob Hjaere	Japan
Christian Cornelius-Knudsen	United States	Jan Peutzfeldt	Switzerland
Christian K. Hansen	Switzerland	Jan Ravnholt	Australia
Christian M Normann	France	Janusz Kahl	Poland
Christian Vollerslev	United States	Jens H. Larsen	The Netherlands
Claus Møller	France	Jens Olesen	Brazil
Dan Shefet	France	Jesper Andersen	United States
Daniel J. Jaeggi-Lind	Lichtenstein	Jesper Balsler	United Kingdom
Ejnar O Nielsen	China	Jesper Løvendahl	United States
Elsebeth M Lessa	Brazil	Johannes Worsøe	United States
Eric Messerschmidt	China	John Madsen	Switzerland
Erik Heirung	Norway	John Sytmen	Turkey
Erik Nielsen	Greece	Jon Plate	Thailand
Eskil Berg Kappel	China	Jørgen Bollesen	Russia
Esther B. Davidsen	Belgium	Jørgen G. Rasmussen	Switzerland
Finn Helmer	Switzerland	Jørgen Hoe-Knudsen	United States
Flemming Wenzel-Wegler	Finland	Jørgen Q. Olesen	Austria
Frank Johansen	Canada	Kai Hammerich	United Kingdom
Frants L. Becker	United States	Kai Holm	Spain
Freddie Pedersen	Ireland	Kasper Aakerlund	Singapore
Gitte Meldgaard	United States	Katja Iversen	United States

GOODWILL AMBASSADORS OVER THE YEARS CONTINUATION

Kim Mortensen	Japan	Peder Holm	Japan
Kirsten H. Brault	France	Per Pedersen	United States
Kjeld B. Petersen	Mexico	Per Troen	United Kingdom
Knud Westergaard	Canada	Per V. Jenster	China
Kristian Mouritzen	United States	Peter Trampe	Taiwan
Kristine O. Laureijs	Singapore	Peter Davis	United Kingdom
Lani Bannach	United Kingdom	Peter O. Sevel	United States
Lars Haue-Pedersen	Switzerland	Peter Preisler	Luxembourg
Lars Himmer	Russia,Ireland	Peter Vagn Jensen	United Kingdom
Lars Ipland	Turkey	Pia Mollback Verbic	India
Lars Jung-Larsen	Hong Kong	Poul Weber	Thailand
Lars T. Hundborg	Hong Kong	Poul Fusager	Belgium
Lasse Becker	United States	Preben Hjortlund	Vietnam
Laura Lykkegaard	South Africa	Richardt Ejnar Fangel	Mexico
Lisa R. Halpern	United States	Robert Arendal	Luxembourg
Lisbet Steinrücke	Germany	Rofl Larssen	Germany
Lise Østbirk	United States	Rolf Hagemann	Germany
Logan Langballe	United States	Shahin Lauritzen	Austria
Louisa Bojesen	United Kingdom	Sofia Manning	United States
Malene Rydahl	France	Soulaima Gourani	United States
Marianne Slot	France	Steen Rosenfalck	United Kingdom
Marianne Thomsen	United Kingdom	Steen T. Poulsen	Germany
Martin Lindstrøm	Australia	Steffen Egelund	Singapore
Martin Manniche	United States	Steffen Schiottz-Christensen	China
Martin Roll	Singapore	Susanne Beck Nielsen	Germany
Mette K. Oustrup	France	Søren Blak	United States
Michael Bern Ascot	Thailand	Søren Ejsenhardt	Switzerland
Michael H. Sørensen	Hong Kong	Søren Eskildsen	France
Michael Nørgreen	China	Søren H. Mose	Switzerland
Michael Sandager	France	Søren Kofoed	France
Mogens M. Jensen	Nederlands	Tavs Jensen Vagnby	Hong Kong
Morten Søgaard	United States	Thomas Bay	UAE
Nicolai Bergmann	Japan	Thomas H. Nyborg	Thailand
Niels Christian Nielsen	United States	Thomas Hørsman	United Kingdom
Niels Høyrup	Spain	Thomas Voss	Luxembourg
Niels Jørgen Thøgersen	Belgium	Tom Høyem	Germany
Niels Lundorff	Poland	Torben Riise	United States
Niels S. Rasmussen	Germany	Troels T. Carstensen	Philippinerne
Nikolaj Hviid	Germany	Viggo Birch	France
Ole Beck	United States	Waldemar Schmidt	CH, UK
Ole Johansson	Germany, Spain	Yvon Møller	United States
Ole Skjodstrup	Italy	Yvon Ros	United States
		Zhen Guojian	China

BOARD OF DIRECTORS



Jens Kramer Mikkelsen
Chairman
Copenhagen Goodwill Ambassadors



Anja Wittrup
Director
Belgium



Helle Priess
CEO Founder
Singapore



Jens Olesen
Consul
Brazil



Lars Himmer
Managing director
Russia



Martin Manniche
Chairman President
USA



Pia M. Verbic
Founding Partner
India



Waldemar Schmidt
Chairman
Switzerland

HISTORY OF SECRETARIAT

The Copenhagen Goodwill Ambassador Corps is coordinated and supported by a Secretariat hosted within Copenhagen Capacity. The Secretariat coordinates the multitude of requests and ideas to and from the Corps over the years a number of dedicated and passionate colleagues have headed the Secretariat and pulled / pushed the Corps forward

Line Olufson Bruun
2021

Christian Kierkegaard Michelsen
2018-2021

Solvej Karlshøj Christiansen
2016-2018

Betinna Emdal Andersen
2015-2016

Charlotte Nilausen Brault
2013-2017

Morten King-Grubert
2009-2013

Steen Jacobsen
2007-2009

Lars Ramme Nielsen
2006-2007

Marianne Worm
2001-2006

Peder Holm
1996-2001



Photo: SydkystDanmark

PARTICIPANTS

GOODWILL AMBASSADORS

Anja Wittrup	Global Director, Corporate Affairs, Bain & Company, Belgium
Anne Høyer	Founder Managing Director, GSH Tech Agency, France
Anne Holliday	Honorary Danish Consul, Advisor and Liaison, DCC, USA
Chris Ugilt Hansen	CEO, HCH Finanz AG, Switzerland
Christian Vollerslev	Chief Commercial Officer, Dentsu Aegis Network, USA
Henrik Ambak	Senior VP, Cargo Operations Worldwide, Emirates, UAE
Jan Peutzfeldt	Chief Executive Officer, Ferring Pharmaceuticals, China
Janusz Kahl	CEO, NordicHouse, Poland
Jens Olesen	Consul, Danish-Brazilian Chamber of Commerce, Brazil
John Sytmen	Adept Business Developer, Sytmen Consulting ltd., Turkey
Jørgen G. Rasmussen	General Manager, GULDBORG Int., Switzerland
Katja Iversen	President, CEO, Women Deliver, USA
Kirsten Hetland Brault	Managing Director, HETLAND International, France
Lars Himmer	Executive Director, Semler Gruppen, Denmark/ Russia
Lars Ipland	Captain, Turkish Airlines, Sweden
Lars Peter Jung	Managing Director, Sarah Chapman Ltd., UK
Laura Lykkegaard	Expeditor & Connector, CapeCapacity, South Africa
Malene Rydahl	Author, Keynote Speaker & Coach, Ikigai Life, France
Marianne Thomsen	Director, Summit Production, UAE/UK
Martin Manniche	Founder, CEO, GreenWave Systems, USA
Morten Søgaard	Vice President and Head, Target Sciences, Pfizer, USA
Nicolai Bergmann	CEO, Nicolai Bergmann, Japan
Niels Christian Nielsen	Chairman, Multiple companies, USA
Niels S. Rasmussen	Managing Director, +RASMUSSEN, Germany
Ole Skjodstrup	Consultant, Freelance, Italy
Per Troen	Chairman, Several Companies, UK and Switzerland
Peder Holm	General Manager, Nico Int.Co., Japan
Pia Mollback Verbic	Founding Partner & MD, Quipper Research Pvt Ltd, India
Preben Hjortlund	Managing Director, Schmidt Group, Vietnam
Richardt Fangel	President & Director General, FANGYL S DE RL DE CV, Mexico
Steffen Egelund	CEO, Media Track Pte L, Singapore
Søren Ejsenhardt	Director, Thomsen & Ejsenhardt Consulting, Switzerland
Søren Mose	Chairman & Board Member, Multiple companies, Switzerland
Thomas Bay	Managing Director, ISS Facility Services Middle East, UAE
Waldemar Schmidt	Chairman and Author, Norbreeze Group, Switzerland
Yvon Ros	Director, James Beard Foundation, USA

CONTACT

WANT TO KNOW MORE?

If you have any questions or would like more information about the Copenhagen Goodwill Ambassadors, please visit our website: www.gwa.copcap.com

There you can also discover our interactive map and learn more about each of the Goodwill Ambassadors: www.gwa.copcap.com/where-we-are

You are also very welcome to follow the network on LinkedIn, and get frequently updated on the activities and projects by the Goodwill Ambassadors: www.linkedin.com/company/copenhagengoodwillambassadors

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WONDERFUL
COPENHAGEN 

PARTNERS



ANNUAL MEETING PARTNERS

SKT.
PETRI

 STATENS NATURHISTORISKE MUSEUM
KØBENHAVNS UNIVERSITET

BLOX HUB

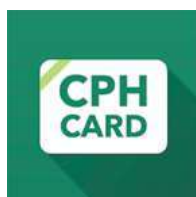

**KONGENS
HAVE**


Danske Rederier

MP **MOLTKE'S
PALÆ**
By HUMAN!C

SPOUSE PARTNERS

ZOO
KØBENHAVN



R **vinbar**
charcuterie • ost • øst



CHRISTIANSBORG PALACE