



Helping *you* write about *us*

# Press Kit

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# *About Copenhagen Capacity*

We are the official organisation for attracting international companies, investors and professional talent to Denmark and the Greater Copenhagen Region. By facilitating close partnerships across industries, academia, and the public sector for more than 20 years, we are the go-to experts in promoting our region globally, making it an attractive destination for international talents and businesses.

Copenhagen Capacity is a not-for-profit marketing and business development foundation financed by public organisations as well as private companies.





# *We operate these international brands*

## GREATER COPENHAGEN REGION

### **Greater Copenhagen Region**

The region stretches across the borders of Denmark and Sweden. It's the largest metropolitan area in the Nordics and a global hub for growth, sustainable solutions and innovation. Created and operate together with Invest in Skåne.

## THE STATE OF DENMARK

### **State of Denmark**

With support of Danish stakeholders, we have created the State of Denmark brand to attract international talent to Denmark by promoting the country as a great place to live and work.

Milestones of

## Copenhagen Capacity

1994

Copenhagen Capacity was established.

1996

Partnered with Wonderful Copenhagen to create the Good Will Ambassadors.

1997

Co-developed Medicon Valley, the leading research hub in the Nordics.

2009

Established Copenhagen Cleantech Cluster – together with the Capital Region of Denmark and Zealand Region.

2012

Signed a cooperation agreement with Invest in Denmark.

2013

Incorporated Talent attraction into our portfolio.

2015

Created the Greater Copenhagen brand.

2019

Gathered more than 40 partners in the Talent to Denmark project.

2020

Joined the ambitious Microbiome Signature Project.

2023

Teaming up with 37 partners to secure Green Competencies to Denmark

# Our contribution in numbers (2021)

We are constantly working towards a purpose – making Denmark a more attractive, sustainable, and prosperous place. And we are happy to say that we reap what we sow.

## JOBS & ECONOMY:

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1.601  
New jobs



5.8 billion  
In contribution to Denmark's  
gross domestic product

## INVESTMENTS:

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37  
International  
investments



24 of which are high quality  
17 of which are sustainable  
70% within our primary sectors

## TALENT ATTRACTION & RETENTION:

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329  
International professionals

5.900  
Applied to our attraction  
campaigns

149  
New companies joined  
our career portals

21.005  
New professionals joined  
Our talent database

A little bragging won't hurt...

# *Awards & nominations*

City Nation Place Awards 2017-2022

- *Best communications strategy: Economic development, 2022 – **Award Winner***
- *Best communications strategy: Tourism, 2022 – **Finalist***
- *Best communications strategy: Place Brand, 2022 – **Finalist***
- *Best use of Social Media, 2018 – **Award Winner***
- *Place Brand of the Year, 2017 – **Award Winner***



# Testimonials

In case you'd like to hear it from other people...







## **BABLE Smart Cities**

**Tamlyn Shimizu**, Global Partnerships & Communications Lead, sharing how Copenhagen Capacity helped BABLE choose Denmark.

**“When Copenhagen Capacity introduced us to the unique environment of organisations, companies, and individuals who work ambitiously with green solutions for the cities of the future, like us - it became clear that Copenhagen is the right location for our company”.**



## **Ferring Pharmaceuticals**

**Marianne Kock**, CEO, on how Copenhagen Capacity assisted with growing Ferring Pharmaceuticals' staff in Denmark.

**“I am thrilled that there will be even more skilled employees in our new domicile in Copenhagen... We are very grateful for Copenhagen Capacity's assistance, which clarified the benefits of growing our staff in Denmark.”**



An aerial photograph of a historic European city, likely Copenhagen, showing a dense cluster of colorful buildings with red and green roofs. A canal winds through the city, with several boats docked along the banks. A bridge crosses the canal in the foreground. The text "Our Expertise & Strongholds" is overlaid in white, bold, sans-serif font across the center of the image.

# Our Expertise & Strongholds



# Life Science

Copenhagen is world-renowned for its strong pharmaceutical, biotech, and MedTech corporations, well-established in the region. Just in 2020, the Life Science industry in Denmark stood for 22% of all exports in the country.

The Life Science industry in Copenhagen is located at gateway to south of Sweden and comprises the Danish-Swedish life science cluster – Medicon Valley.



7 Science Parks



3.75 DKK billion in  
tax contributions.



65,500 life science  
employees

\*in the Greater Copenhagen Region





# Green Transition

Denmark has a long-standing tradition of developing and implementing sustainable solutions and leading the world's green transition. Thanks to 40 years of renewable energy policies, collaborative public-private partnerships, and research – Denmark is a world leader in sustainable development.

Copenhagen is an attractive destination for innovating and developing solutions within the green sector, such as Smart Cities, Sustainable Urban Development, Renewable Energy, Foodtech, and so much more.



Future home to  
Energy islands in  
the North and  
Baltic seas



Copenhagen is  
World Capital of  
Architecture 2023-  
2026



# Tech

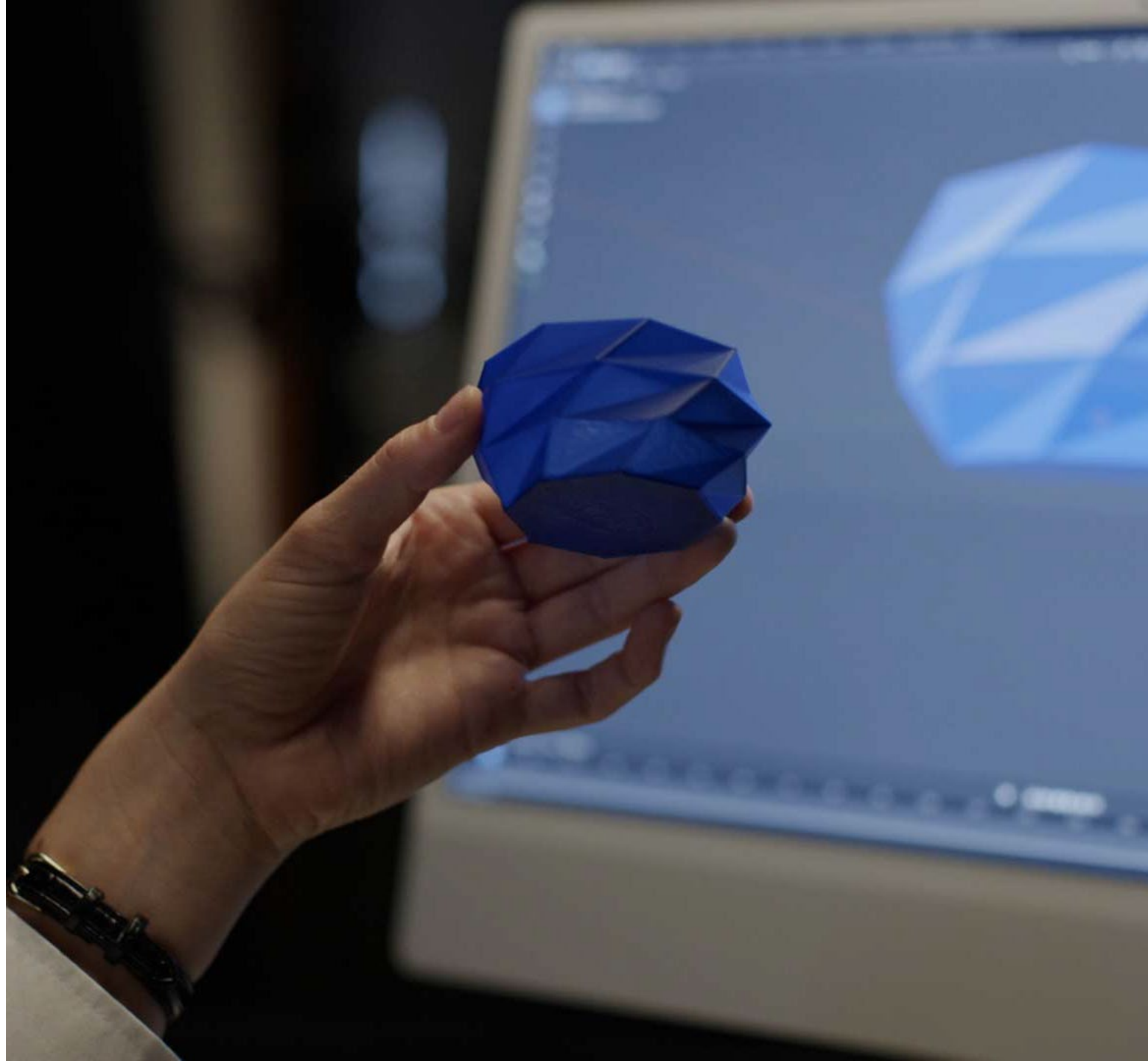
Denmark is one of Europe's most digitised countries and home to the highest concentration of researchers in the world per capita. And when it comes to computer science research – Copenhagen's universities rank among the top in the world. With a tech-savvy population and generous R&D spending – Copenhagen fosters a booming tech environment within AI, Fintech, Software Development,



2<sup>nd</sup> most digital  
country in the EU,  
DESI 2022



Denmark develops  
the world's first  
quantum computer





# Talent Attraction & Retention

Branding Denmark and the Greater Copenhagen Region as attractive career destinations for over ten years. Through commercial & public partnerships and national & regional projects – we have secured the professional talent, and competitive skills Denmark's economy needs to continue to prosper. Our events, workshops, career fairs, and digital tools ensured X professionals in Denmark and built up knowledge among leading companies.

With the support of our Marketing department, we have produced award-winning digital campaigns promoting the unique Danish work-life balance and work culture. Our years-long talent attraction, onboarding and retention experience and know-how are unlike any organisation in the country.

**Some of our biggest projects:** Talent to Denmark, Greater Copenhagen Green Deal, Green Competencies to Denmark, and Microbiome Signature Project.



# Quick Facts About Denmark & Copenhagen

## Writing about Denmark and Copenhagen?

Instead of googling, we are happy to provide some facts of living, working, and doing business in our region.

# 1

Europe's easiest country to do  
business, World Bank 2020.



# 1

World's most liveable city, Monocle  
2022.



One of Europe's most flexible labour  
markets.

# 1

Copenhagen is the most digital city,  
Economist Impact 2022.

# 1

On the World Competitiveness  
Ranking, IMD 2022.



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