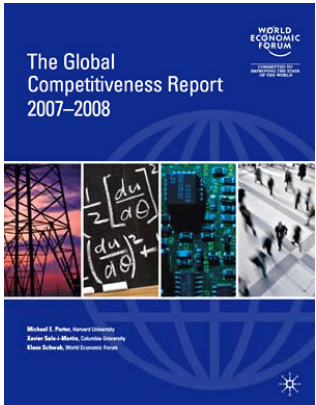




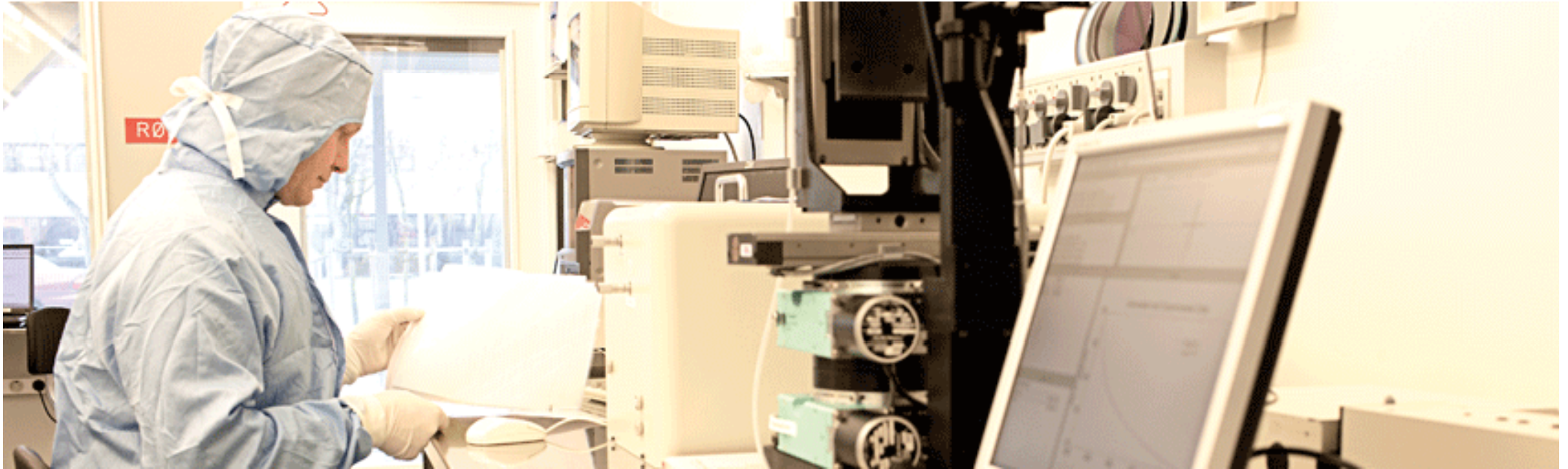
Economist Intelligence Unit

The Economist



# COPENHAGEN BENCHMARK PERFORMANCE -A SURVEY OF SURVEYS

## COPENHAGEN IS #1 BUSINESS LOCATION



## 2.1: BUSINESS AND FRAMEWORK CONDITIONS

## BUSINESS ENVIRONMENT: DENMARK #1

- Political framework
  - EIU ranks Denmark #1: Positive attitude towards business
- Legal and regulatory framework
  - IMD ranks Denmark #3 (EU #1): Non-bureaucratic authorities
- Business sophistication
  - WEF ranks Denmark #5 (EU #2): Well-developed business networks
- Easy to do business
  - World Bank ranks Denmark #5 (EU #1): The regulatory environment is conducive to business

## COPENHAGEN: AMONG THE BEST FDI DESTINATIONS

- Attractive FDI location
  - ECA ranks Copenhagen #1: Best location for business
  - Forbes ranks Denmark #1: Best country for business
- Projected as future top region
  - fDi Magazine ranks Copenhagen #4 (Nordic #1) future FDI region
- Macroeconomic environment
  - Euromoney Magazine (in IMD) ranks Denmark #4 (EU #2): Denmark is a credit-worthy country

## WORLD CLASS INFRASTRUCTURE

- Overall infrastructure
  - EIU ranks Denmark #1: Overall infrastructure is well-developed
- Transport: Nordic hub
  - Leading on air routes (FIND BENCHMARK)
  - EIU ranks Denmark #1 on road, rail, ports and air density
- IT
  - European Commission ranks Denmark #1 on broadband coverage
  - WEF ranks Denmark #1 in networked readiness
  - UN ranks Denmark #2 in eGovernment readiness

## COMPETITIVE TAXATION

- Competitive overall tax regime
  - EIU ranks Denmark's tax regime as #24 out of 82: in the top third part
  - Forbes ranks Denmark's tax regime as the 15th worst in Europe (meaning that 14 European countries have worse tax regimes)
- 25 % corporate income tax rate
  - OECD data: Denmark ranks European #3 with 25% corporate taxation
- Expat tax reduction (25% income tax for 5 years)



## 2.2: KNOWLEDGE AND HUMAN RESOURCES

## FLEXICURITY: EASY ACCESS TO WORLD-CLASS LABOR

- Hiring and firing practices
  - WEF ranks Denmark #1: Highly flexible system, low impediments for business
  - EIU gives Denmark 5 of 5 (shared #1): High labor flexibility
- Well-trained staff
  - WEF ranks Denmark #1: Staff is well trained, HRM highly developed, employees' values are considered in companies
- Motivated workforce
  - IMD ranks Denmark #1: Danish workers are the world's most motivated
- Attracting talents
  - IMD ranks Denmark #2 (EU #1): Attracting and retaining talents is highly prioritized in Danish companies

## COPENHAGENERS WORK SMARTER

- Highly productive employees
  - IMD ranks Denmark #4 (EU #2): GDP relative to persons employed
- Productive corporations
  - IMD ranks Denmark #6 (EU #2): Business executives find that large corporations in Denmark are highly efficient by international standards

## EDUCATION: FOR FREE AND HIGH QUALITY

- Overall education
  - IMD ranks Denmark #1: Across many indicators, Denmark has the best education system
- High public expenditure on education
  - IMD ranks Denmark #2 (EU #1): Education highly prioritized
- Higher education achievement
  - IMD ranks Denmark #10 (EU #3): 40% of population aged 25-34 has tertiary education
- High quality educational system
  - WEF ranks Denmark #6 (EU #3): Business executives find that higher educational system meets the needs of a competitive economy

## COPENHAGENERS ARE ENTREPRENEURIAL AND INNOVATIVE

- High R&D expenditure per capita
  - IMD ranks Denmark #5 (EU #3): High R&D expenditure per capita
- University-research collaboration
  - WEF ranks Denmark #7 (EU #4): Business executives find that there is intensive research collaboration between universities and business
- Innovative society
  - European Commission ranks Denmark #4: Denmark is coined "innovation leader"

## COPENHAGENERS ARE GLOBALLY ORIENTED

- Global mind-set
  - IMD ranks Denmark #1: Business executives find that Danes have a very positive attitude towards globalization
  - A.T. Kearney ranks Denmark #6 (EU #3): Denmark's economy is globally integrated
  - European Commission ranks Denmark #1: Danes have a positive attitude towards intercultural dialogue
- Easy to trade across borders
  - WEF ranks Denmark #3 (EU #1): Low authority regulation when trading across borders
  - IMD ranks Denmark #4 (EU #2): Businesses can freely negotiate transactions with foreign partners



## 2.3: SUSTAINABILITY AND QUALITY-OF-LIFE

## REGION FOR COMPETITIVE SUSTAINABILITY STRATEGIES

- CO2 emissions cutback
  - IMD ranks Denmark #4: Denmark is among the least CO2 intense countries
- Sustainable business strategies
  - IMD ranks Denmark #1: Danish companies are world-leading in integrating sustainability into business strategies
- Health, safety and environment
  - IMD ranks Denmark #1: Business executives believe that Danish companies are the best when it comes to health, safety and environment

## HIGH QUALITY-OF-LIFE

- High purchasing power
  - UBS ranks Copenhagen #1: Copenhageners have the world's highest purchasing power relative to hourly pay (gross). When applied to net hourly pay Denmark ranks #6
- Liveability
  - Monocle ranks Copenhagen #1: Most liveable city in the world
- Happy people
  - University of Leicester ranks Denmark #1: Danes are the happiest people in the world

## HONEST AND SAFE SOCIETY

- No corruption or bribing
  - Transparency International ranks Denmark #1: No corruption
  - IMD ranks Denmark #1: Transparent government policies
- Just society
  - IMD ranks Denmark #1: The world's most just society
- Peaceful
  - EIU ranks Denmark #2: Denmark is very peaceful