

Date: 1<sup>st</sup> March 2007  
File no. 74.Poland.6-1.waw.  
Our ref. KWAEM  
Case no.



## 'Danish Islands'

Project on promoting  
Danish companies in the energy and environment sector

1	Objectives .....	2
2	Project concept's outline .....	3
3	Project plan .....	3
4	Project time frame .....	4
5	Deliverables - basic and basic-plus packages.....	5
6	Fees and how to join.....	6
7	Your team at the embassy .....	7

## 1 Objectives

Based on the last three-year experience of representing Danish companies at the international sector-specific fairs taking place in Poland, the royal Danish embassy has decided to further enhance of the representation. By engaging Danish companies in a new initiative, a whole year project (March 2007 – March 2008) called 'Danish Islands' the following will be done:

The general objectives are to:

- Enhance the market position of existing Danish companies in Poland – both among local authorities and among business partners
- Introduce new Danish companies to the market
- Provide long-term public and media exposure under the embassy's "umbrella"
- promote the know-how and achievements made in Denmark

The offer can be applied to companies of various size, profile and experience. The idea is to promote both those companies that are well established in the market and those on the point of entering it.

The embassy aims at branding Danish companies as customer-friendly companies, which possess knowledge and technologies, overall cost effective for you. which are easily and accessibly available for Polish customers.

This image will be built throughout the year by a sequence of activities divided into a shared project, where your company will become a partner – either by joining via a so-called "**basic package**", or by buying a more tailored approach, which we call a "**basic plus package**".

An example of such tailored activities might be seminars organised for your company, seminars directed at relevant target groups, or having a proper media and prestige coverage. Those extra seminars might be organised prior to the fair event, or as a follow-up.

## 2 Project concept's outline

The Embassy would like to highlight that the project is an ambitious undertaking, and we are convinced that the work will substantially enhance the image of your company in Poland.

The competition in the market is growing, and the national aspect of the companies' background is more often highlighted when conquering the market or strengthening your position in the market in question.

Taking into account the bilateral, intergovernmental cooperation between the Polish government and the "neighbouring" ones (e.g. German, French, or Swedish), the Danish embassy aims at strengthening the influence of Danish technologies on the Polish EE (energy efficiency) arena by pooling our knowledge in one national approach from Denmark.

This mixture of political and commercial ground is the unique strength of the 'Danish Islands' project. We are able to provide a common ground for both the big, the medium and small-sized Danish companies.

In the case of sufficient interest from micro-enterprises (companies below 10 employees) the Embassy is ready to prepare a micro-customer concept.

The common denominator will be your willingness to reach a specified target group via **tailored actions** of the 'Danish Islands' project organised by the embassy.

## 3 Project plan

The project is built upon four major international fair events, within the broad and specific area of environment and energy, taking place in Poland:

NAME OF THE FAIR	PLACE	DATE
Wod-Kan	Bydgoszcz	29 - 31 May 2007
Power show	Warsaw	17 - 19 October 2007
Poleko	Poznan	20 - 23 November 2007
Enex	Kielce	February/March 2008 (tentative)

The peak of the project will be in fall 2007, and the two events:

□ **Study trip to Denmark**

*(Binding and relevant only for wod-kan participants, the costs are not included in the packages, but they will be preferential for wod-kan participants, estimated at 1625 dkk)* – organised by the danish wtc (water, training and consulting), the embassy, and the economic chamber of polish waterworks. the study trip is organised for polish operators of water and sewage plants.

□ **danish day at poleko**

*(Binding for all poleko participants, basic logistics costs included in the basic package)* organised by the embassy, in cooperation with abrys (branch media). It is organised for a selected target group of local authorities, enterprises, and other potential clients of yours. During the day you will be expected to deliver a presentation on your product, services and technologies. The whole event will be widely marketed by the embassy in cooperation with abrys, which is the most acknowledged magazine in its branch.

## 4 Project time frame

- **15<sup>th</sup> March 2007** – submitting applications to the embassy (**early bird offer**) for the interested in **wod-kan fair**.
- **30<sup>th</sup> March 2007** – deadline for joining the project for those interested in participating in **wod-kan fair**.
- **30<sup>th</sup> April 2007** – submitting applications for the interested in **power show** (**early bird offer**).
- **15<sup>th</sup> May 2007** – deadline for joining the project for those interested in participating in **power show**
- **15<sup>th</sup> June 2007** - submitting application for those who are interested in participating in **poleko** (**early bird offer**).
- **30<sup>th</sup> July 2007** – deadline for submitting application for those interested in participating in **poleko 2007**
- **30<sup>th</sup> October 2007** - submitting application for those who are interested in participating in **enex 2008** (**early bird offer**).
- **30<sup>th</sup> November 2007** – deadline for submitting application for those interested in participating in **enex 2008**

## 5 Deliverables - basic and basic-plus packages

### Basic package:

- Participation in one of the chosen fairs:
  - Space (min. 9 sq m) at a unique stand arrangement (Danish design)
  - Opening of the exhibition by the Danish ambassador to Poland
  - Organizing an opening reception at the stand. The companies will be able to identify guests for the reception, who will be officially invited by the embassy.
  - Common reception facility and service for the entire Danish island with free Danish cakes and coffee served from Danish design equipment
  - Visit at the stand by the VIPs of the fair. Normally, the Danish island is visited by the Polish minister for environment and the city mayor
- Representation - embassy's representation during the exhibition and during the seminars organized on the fair (chairing the meetings)
- Tailored seminar - organizing tailored seminars for your customers organized during the fair – you will be able to give presentations about your product/services (relevant for wod-kan, power show, enex).
- Danish day – possibility of giving a presentation during the whole day of Danish seminars (relevant for poleko)
- Information campaign - publishing company's profile on the embassy's website (special project line), and in the embassy's brochure (to be distributed prior to the event and during the fair); press release sent electronically prior to the event;
- Target group contact - tailored information campaign: sending invitations to your business partners and follow-up calls a week before the event
- Business mixer - evening with participation of key clients and local self-governments' representatives

### Basic-plus package

#### All covered by basic package + following:

- Intensive media coverage - information campaign: press releases sent regularly to relevant branch magazines (held in advance; sent by post; company's profile will be sent together with the press release)
- Project brochure – golden members will be entitled to have more space for additional adverts in the project brochure published by the embassy
- Local lobby - roundtable with the Marshall office responsible for EU structural funds projects

- Central lobby activities (*to be specified: e.g.: tentative round table with representatives from the Danish and/or polish government, where the Danish companies might be presented*).



#### **Additional offer (on-top package)**

- ❑ Study trip – relevant only to wod-kan participants; costs not included in the basic packages. Binding participation.
- ❑ B2B - organizing meetings with potential clients and decision makers (to be held either during the fair or throughout the year); costs not included in the basic packages
- ❑ Outside tailored seminars organized throughout the year (either prior to the fair event, or as a follow up to that); costs not included in the basic packages

The Embassy has great experience in organizing seminars in political and business settings. We can put your messages through, both to decision makers and a large group of end users, during a seminar tailored particularly for your needs. The seminar/conference might be organized in relation to the implementation of various directives from the area of environment and energy) to polish legislation, or introducing your product to the polish market. The specific scope of subjects shall be agreed individually with each company interested.

## **6 Fees and how to join**

You become a member of the project, and we start marketing you in the polish market once you declare your willingness to join one of the events. There is a possibility to sign up earlier (**early bird offer**) – then at a special price, but you are also welcome to stick to the other deadlines stated in section 4.

### **Welcome package**

On entering the project, you get access to the following:

- Access to special deals at selected hotels and with selected airlines for accommodation and flights
- Mini information campaign – publishing your profiles on a special line of embassy's website

You pay a standard fee (either basic or basic-plus package, according to your choice), and then there are optional elements in our offer, that you might be interested in, and choose from. These are the seminars organised throughout the year. Details are to be discussed individually with the interested companies.

The fees (basic and basic plus packages) cover all cost related to the fair organisation and events there – beginning with the exhibition space at the fair, the stand design, to the seminar organisation, drafting and sending invitations to your partners, overall media coverage marketing your company, and the embassy’s representation of your company both at the fair, and throughout the year of the project.

See the chart below:

<b>DANISH ISLANDS' PROJECT - membership packages</b>				
<b>EVENT / PACKAGE</b>	<b>EARLY BIRD OFFER</b> (registration by 15 <sup>th</sup> March 2007)		<b>STANDARD OFFER</b> (registration by the end of March 2007)	
	<b>BASIC PACKAGE FEE, DKK</b>	<b>BASIC PLUS PACKAGE FEE, DKK</b>	<b>BASIC PACKAGE FEE, DKK</b>	<b>BASIC PLUS PACKAGE FEE, DKK</b>
<b>WOD-KAN</b> 29-31 May 2007	16 190	17 893	17 809	19 682
<b>POWER SHOW</b> 17-19 October 2007	21 532	22 554	23 685	24 809
<b>POLEKO</b> 20-23 November 2007	20 499	22 251	22 549	24 476
<b>ENEX</b> February/March 2008	?	?	?	?

## 7 Your team at the embassy

The Danish Islands project will be launched in February 2007 and will last until March 2008. Your team at the embassy conducting the tasks and engaged in the project realisation will consist of:

- ❑ Søren Juul Jørgensen, Head of commercial and economic department, [sorjor@um.dk](mailto:sorjor@um.dk)
- ❑ Allan E. Mortensen, Deputy head of commercial and economic department, [allmor@um.dk](mailto:allmor@um.dk)
- ❑ Izabela Jakobsen, Senior commercial advisor, [izajak@um.dk](mailto:izajak@um.dk)
- ❑ Katarzyna Wojda, Commercial advisor, [katwoj@um.dk](mailto:katwoj@um.dk)

## **General business conditions of the Danish Trade Council**

general business conditions as per january 2006.

### **1. purpose**

1.1 these general business conditions shall apply to the danish trade council's/the foreign service's assistance to danish and foreign enterprises in commercial cases, cf. part 2 of the executive order no. 1202 of 9 december 2005 on payment for the services of the foreign service

### **2. agreement**

2.1 assistance by the danish trade council shall be paid for according to the current rates and for cases that are paid according to hourly rates and where the time spent exceeds half an hour in accordance with a written agreement between the danish trade council and the enterprise. the written agreement shall contain information about the expected time consumption, the hourly rate - or if deemed more expedient, an overall price for the specified service - as well as an estimate of possible expenses.

### **3. prices etc.**

3.1 for assistance whose purpose it is to support the business community's export efforts and other commercial activities abroad, a fixed price per hour or fraction of an hour or a fixed overall price for the service shall be paid. there is though a minimum fee per individual solved case.

3.2 for certain types of assistance, for instance, the procurement of publications, statistical material, credit reports or customs information etc., a fixed fee shall be paid provided the time consumption is less than one hour. a fixed fee shall be paid for lectures.

3.3 in cases where the enterprise requires that the assistance be provided outside the normal office hours of a mission, an additional 50 per cent shall be paid, and on days where the mission is closed an additional 100 per cent.

3.4 prices and fees are in danish kroner unless otherwise stated. assistance provided in denmark is subject to value added tax.

3.5 any expenses, for instance for purchase of materials, information, access/connection to databases, travel expenses, telecommunication etc., have to be refunded.

### **4. terms of payment**

4.1 the danish trade council collects its payment when the service has been rendered.

however, depending on the circumstances a partial or advance payment may be required.

4.2 payment shall be made no later than 30 days after the invoice date. a fee may be charged for late payment and interest may be charged according to the general rules.

### **5. termination**

5.1 the enterprise shall have the right to terminate the agreement effective immediately. the enterprise shall in such case pay for the assistance provided so far and for any expenses that the danish trade council has paid or committed itself to pay.

### **6. liability for damages**

6.1 the danish trade council shall be liable to the enterprise according to the general rules of danish law, always provided that the danish trade council shall not be liable for loss of profits, loss of income or any other indirect loss. payment of damages cannot exceed the remuneration agreed upon or the fee according to the current tariff.

### **7. disputes**

7.1 agreements comprised by these general business conditions shall be subject to danish law.

7.2 any dispute arising out of or in connection with agreements comprised by these general business conditions and which cannot be settled by negotiation shall be settled by the ordinary courts of law.

## Embassy of Denmark, Warsaw

ul. Rakowiecka 19  
02-517 Warsaw  
POLAND  
Tel +48 22 565 29 00  
Fax +48 22 565 29 70  
E-mail [www.ambwarszawa.um.dk](http://www.ambwarszawa.um.dk)  
[wawamb@um.dk](mailto:wawamb@um.dk)

The Danish Embassy, Warsaw is part of the Danish Trade Council, Royal Danish Ministry of Foreign Affairs, which is the official export and investment promotion agency of Denmark. The Trade Council advises and assists Danish companies in matters of exports and internationalisation. The Council has approx. 400 employees, of whom 300 are based abroad at embassies, consulates-general and trade commissions on approx. 100 markets. The vision of the Danish Trade Council is: Global Customerhip for Growth.

The Work in the Danish Trade Council follows specific procedures and quality guidelines that are described in our internal quality manual. In this way our customers are secured the best possible quality under the varying working and market conditions that at any given point of time are in force for the respective embassies, consulates general and trade commissions.