

# OFFER



## **DANISH ISLANDS 2008 -2009**

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ENERGY & ENVIRONMENT

PROJECT ON PROMOTING DANISH COMPANIES  
FROM ENVIRONEMNT AND ENERGY SECTOR  
VIA FAIRS AND EXHIBITIONS

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## Summary of assignment and quotation

With reference to our preliminary discussions we are pleased to forward the proposal for joining our project DANISH ISLANDS.

The project actively starts in March 2008 and is devoted to promoting Danish companies related to environment and energy sector, on a year-long basis, via thematic fairs and exhibitions all over Poland.

The quotation varies depending on the type of fairs you choose (the type of package you sign up for), and potential additional services you might need from us (as specified below).

The minimum quotation amounts to DKK 23,200 and 24,840 DKK is the maximum you may wish to invest.

## 1. Project's concept and objectives

Based on the last four-year experience of representing Danish companies at the international sector-specific fairs taking place in Poland, the Embassy is offering to further enhance the representation.

By enrolling into a whole year project (March 2008 – March 2009) called **'Danish Islands'** your company will invest into:

- ❑ **Enhancing your market position in Poland – both among central and local authorities**
- ❑ **A year-long public and media exposure under the embassy's "umbrella"**
- ❑ **Strengthening your market position among existing business partners**
- ❑ **Building up a new network of customers by promoting your know-how and achievements made in Denmark**
- ❑ **Introducing you to the main market players from your sector – relevant for new companies**

The competition in the market is growing, and **the national aspect** of the companies' background is more often highlighted when conquering the market. The national aspect is also significant in strengthening your position in this specific sector (energy and environment) that enjoys great political and social interest in Poland in the coming years – in particular due to the amount of EU Structural Funds assigned for it in Poland.

**This mixture of political and commercial ground is the unique strength of the 'Danish Islands' project. Your company gains more visibility and credibility while exhibiting with the Embassy – all this for much less resources than if you were to do it on your own.**

### To whom?

Our proposal applies 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.

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**.

## 2. Project activity plan

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

NAME OF THE FAIR/ sector	PLACE	EVENT DATE	DEADLINE FOR SIGNING UP
WOD-KAN / water & sewage	Bydgoszcz	27-29 May 2008	22.02.2008
HEATING FORUM/ heating & cooling	Miedzyzdroje	14-17 September 2008	22.04.2008
POLEKO/ environment & energy	Poznan	27-30 October 2008	22.06.2008
BUDMA/ building & construction	Poznań	20-25 January 2009	22.10.2008

To further strengthen the message of the Danish Islands partners, environment and energy companies, we suggest participating in the associated events organised by the Embassy in the fall 2008. The events are described as EXTRA PARTNERSHIP in point 3 below.

## 3. Deliverables – choose from two packages

### ➤ WELCOME platform:

#### WELCOME PLATFORM

Every company entering the project by signing up for either basic or basic minus package receives the following:

- Access to special deals at selected hotels and with selected airlines for accommodation and flights
- Mini information campaign – publishing your profiles at the embassy website

➤ **BASIC package:**

**BASIC PACKAGE**

Basic package is for companies interested in full participation in the project, beginning with the exhibition at the fair and the Embassy's representation of your company both at the fair, and throughout the year of the project. The basic package includes the following:



- **Participation in one of the chosen fairs:**
  - Space (min. 8 sq m) at a unique stand arrangement (Danish design)
  - Shared reception facility and service for all Danish Islands' participants with free Danish cakes and coffee served from Danish design equipment.
  - Organizing an opening reception at the stand. You will be able to identify guests (your clients, partners, etc.) for the reception, who will be officially invited by the Embassy.
  - Opening of the Danish exhibition by the Ambassador of Denmark.
  - 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 & Assistance** - Embassy's representation during the exhibition and during the seminars organized on the fair (chairing the meetings)
- **Information and media campaign** - publishing your company 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; inviting press and TV journalists to handle the interviews with Danish companies at the stand.



- **Target group contact** - tailored information campaign: sending invitations to your business partners and follow-up calls a week before the event (upon request)
- **Business mixer** - evening with participation of key clients and local self-governments' representatives hosted by the Ambassador of Denmark
- **Project brochure** – basic package gives you 1 A4 page in the project brochure published by the Embassy

➤ **BASIC MINUS package**

**BASIC MINUS: DANISH DAY**

**This package lets you participate in Danish Islands without necessity to exhibit at the stand of a given fair. The package includes the following:**

- **Danish Day seminar** – possibility of giving a presentation during the whole day of Danish seminars (relevant for Heating Forum & Poleko); Danish Day is organised for a selected target group of local authorities, enterprises, and other potential clients of yours (approx.100 participants). During the day you will be expected to deliver a presentation on your product, services and technologies that are significant for environment and sustainable economic growth.
- **Media campaign** - 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** – basic minus package gives you half A4 page article in the brochure published by the Embassy
- **Local lobby** – activities during the fair time frame (details to be specified: e.g.: tentative round table with representatives from the Danish and/or Polish local government, where the Danish companies might be presented, or meetings with the Marshall office responsible for EU structural funds projects).

Please note:

For those who are interested in both, **BASIC PACKAGE** and **DANISH DAY SEMINAR PRESENTATION**, the fee for the DANISH DAY is only 50%.

➤ **EXTRA PARTNERSHIP**

Extra Partnership is an additional offer (on-top package) for those companies that are neither interested in exhibiting at the Danish Islands stand, nor in participating in the Danish Day seminar, but still wish to take advantage of being in the Danish Islands cluster and have their image as environmentally friendly company built with the Embassy's assistance. The partnership consists of various activities to be chosen and charged separately:

❑ **Study Trip to Denmark:**

**STUDY TRIP TO  
DENMARK**

The study trip is organised mainly for Polish operators of water and sewage plants and by the Danish partner WTC (Water, Training and Consulting), the Embassy, and the Economic Chamber of Polish Waterworks. The event is applicable mainly for WOD-KAN participants. The costs are not included in the basic packages, and will be presented in the summer 2008.

❑ **Low Energy House in Poland**

**LOW ENERGY HOUSE  
IN POLAND**

The Low Energy House will be built in Poznan on the Poleko fair premises. The idea is to present Danish technologies (both in relation to building materials and controlling systems) that contribute to decreasing energy consumption in buildings and CO2 emissions from buildings. The house will stay there from Poleko (27 October) through the UN COP 14 in Poland in December and until the Budma fair on 23 January 2009. The project is applicable to Heating Forum, Poleko and Budma participants. The costs are not included in the basic packages. For details contact Allan Mortensen: [allmor@um.dk](mailto:allmor@um.dk)

❑ **B2B meetings**

**B2B MEETINGS**

Organizing meetings with potential clients and decision makers to be held during the fair. Costs not included in the offer and are to be agreed on individually with the interested partners

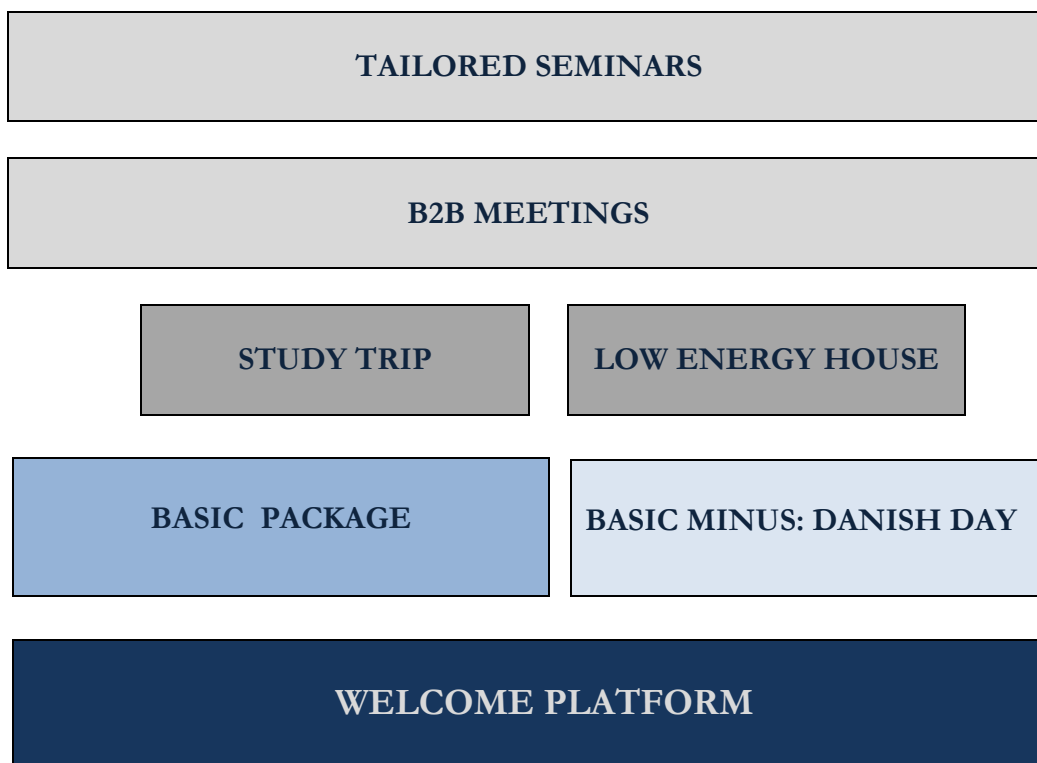
❑ **Tailored Seminars**

**TAILORED SEMINARS**

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 offer and are to be agreed individually with the interested partners.

## 4. Quotation - specification

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.



The fees vary according to the fairs or activity you choose, as described in details in the previous chapter. See the fee chart below:

DANISH ISLANDS fixed membership packages		
EVENT / PACKAGE	BASIC PACKAGE FEE	BASIC MINUS PACKAGE FEE
WOD-KAN 27-29 May 2008	24,740 DKK	NOT APPLICABLE
HEATING FORUM 14 - 17 September 2008	To be verified by June 2008. Expected fee: 23,200 DKK	To be verified by June 2008. Expected fee: 14,000 DKK
POLEKO 27 – 30 October 2008	24,840 DKK	15,000 DKK
BUDMA January 2009	To be verified by September 2008. Expected fee: 25,500	NOT APPLICABLE

The offer is based on the presumption that the project gets export promotion support from the Danish Ministry, and this is possible when minimum 5 Danish companies sign up for the project.

## 5. Your team at the Embassy

The Danish Islands project will be launched in February 2008 and will last until March 2009. Your team at the Embassy conducting the tasks and engaged in the project realisation will consist of:

		
<b>Søren Juul Jørgensen</b> e-mail: <a href="mailto:sorjor@um.dk">sorjor@um.dk</a> tlf.: + 48 22 565 29 29 DK/ENG	<b>Allan E. Mortensen</b> e-mail: <a href="mailto:allmor@um.dk">allmor@um.dk</a> tlf.: + 48 22 565 29 18 DK/ENG/PL	<b>Katarzyna Wojda</b> e-mail: <a href="mailto:katwoj@um.dk">katwoj@um.dk</a> tlf.: +48 22 565 29 49 PL/ENG

Organizational support team:

		
<b>Katarzyna Domańska</b> e-mail: <a href="mailto:katdom@um.dk">katdom@um.dk</a> tlf.: + 48 22 565 29 47 PL/ENG	<b>Mads Kappel Clausen</b> e-mail: <a href="mailto:madscl@um.dk">madscl@um.dk</a> tlf.: + 48 22 565 29 48 DK/ENG	<b>Christian Precht-Jensen</b> e-mail: <a href="mailto:chrpre@um.dk">chrpre@um.dk</a> tlf.: +48 22 565 29 46 DK/ENG

Should you have any questions or comments concerning the content of the offer, you are more than welcome to contact us.

Kindly awaiting your response,

*Katarzyna Wojda*  
*Commercial Advisor*

# General Business Conditions of the Danish Trade Council

General Business Conditions as per January 1, 2007

## 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. 1682 of 13 December 2006 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.

The Trade Council of Denmark is a part of the Ministry of Foreign Affairs and is the official export and investment promotion agency of Denmark. The Trade Council benefits from around ninety Danish Embassies, Consulates General and Trade Commissions abroad. The Trade Council advises and assists Danish companies in their export activities and internationalisation process according to the vision: We must be a partner preferred by enterprises in international trade and investment activities.

The Work in the Trade Council of Denmark follows specific procedures and quality guidelines. In this way our customers are secured the best possible quality under the varying working and market conditions at any given point of time.

Ministry of Foreign Affairs of Denmark

Embassy of Denmark, Warsaw  
ul. Rakowiecka 19  
02-517 Warszawa  
Tel: + 48 22 565 2900  
Fax: + 48 22 565 2970  
wawamb@um.dk  
www.ambwarszawa.um.dk