



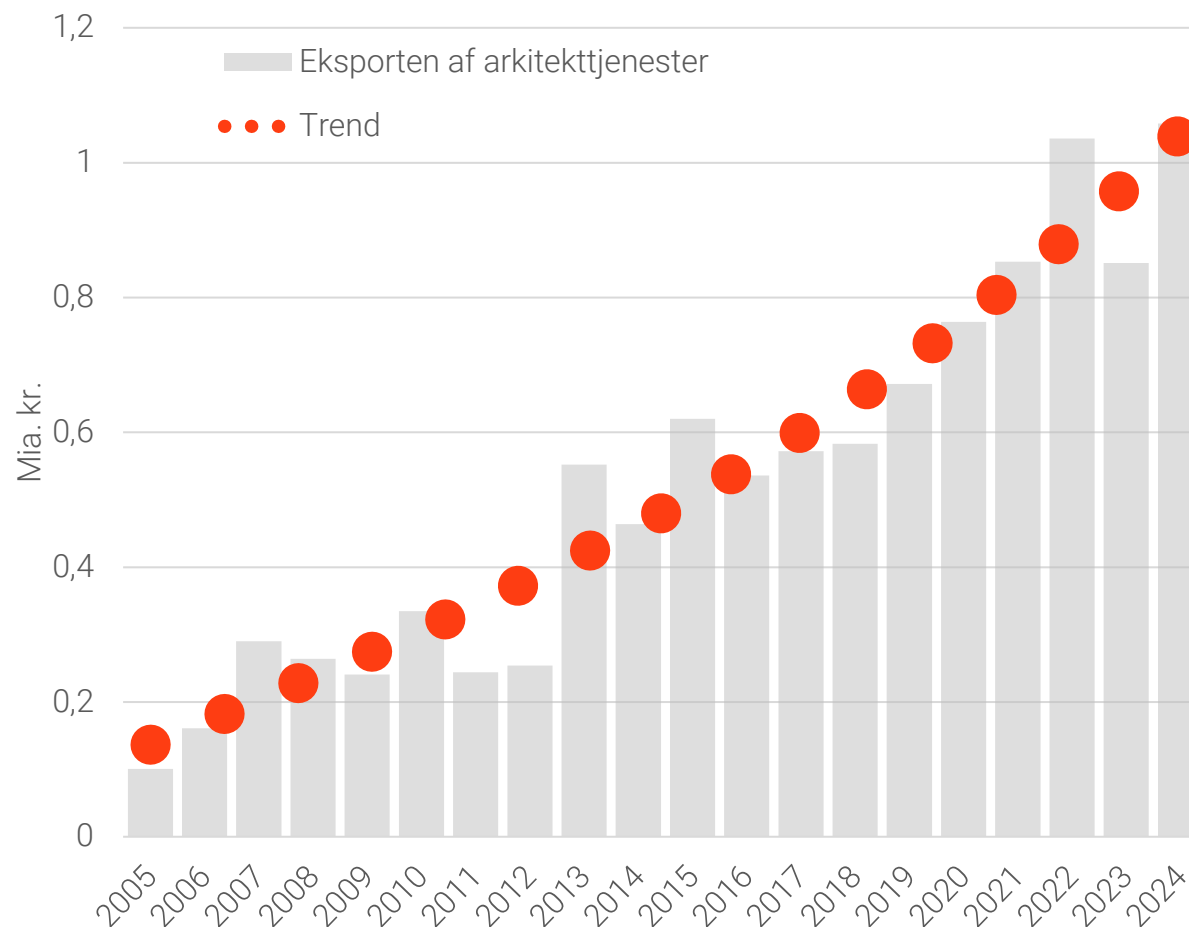
**UD I VERDEN - HVORFOR OG HVORDAN?
SEMINAR OM INTERNATIONALISERING**

11. September, Industriens Hus

VELKOMMEN

v/Lars Storr-Hansen, adm.dir., og Thomas Larsen, chef for presse og politik (og moderator i dag), Danske Arkitektvirksomheder

Fundamentet er godt.... Eksporten er konstant stigende



Eftermiddagens program

-Arkitektvirksomhedernes internationalisering, muligheder og barrierer ved Lars Emil Kragh, Underdirektør, Danske Arkitektvirksomheder.

-Oplæg fra medlemsvirksomheder om deres beslutningsproces og erfaringer med at arbejde internationalt: **ADEPT**, v/Simon Poulsen, partner, **CEBRA**, v/Lars Gylling, Head of Business Development, ass. partner, **C.F.Møller** v/Mads Mandrup Hansen, partner og **3XN** v/Jeanette Hansen, CEO, partner

- 14.30-14.45 Biobreak og kaffe

-Hvordan sikres og styrkes fremgangen for arkitektureksporten? v/samarbejdspartnerne: **Creative Denmark**, v/Majken Kalhave, CEO, **BLOXHUB**, v/Jakob Norman-Hansen, Director, Global Networks & Partnerships, **State of Green**, v/Gry Klitmose Holm, Head of Tours (Buildings & Cities) Finn Mortensen, **Trade Council**, v/Jesper Dahlstrøm, Team Leader og **Mork & Partners**, v/Peter Mørk, CEO

-Next step v/Lars Emil Kragh

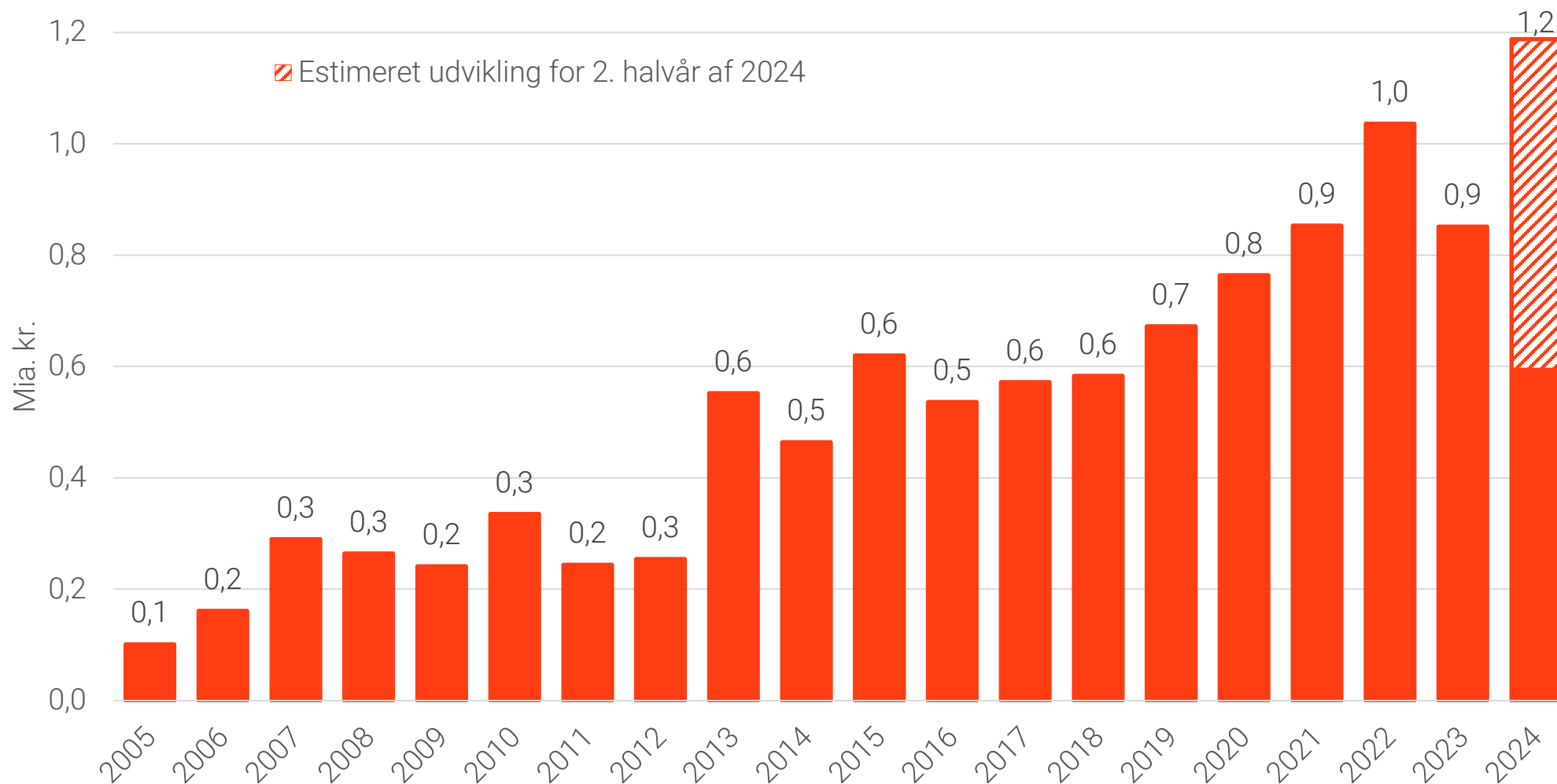
- 16.00-16.30ish Networking

-Arkitektvirksomhedernes internationalisering, muligheder og barrierer

Lars Emil Kragh, Underdirektør, Danske Arkitektvirksomheder.

Arkitektureksporten er på sit højeste i statistikkens historie

Figur: Eksporten af arkitekttjenester

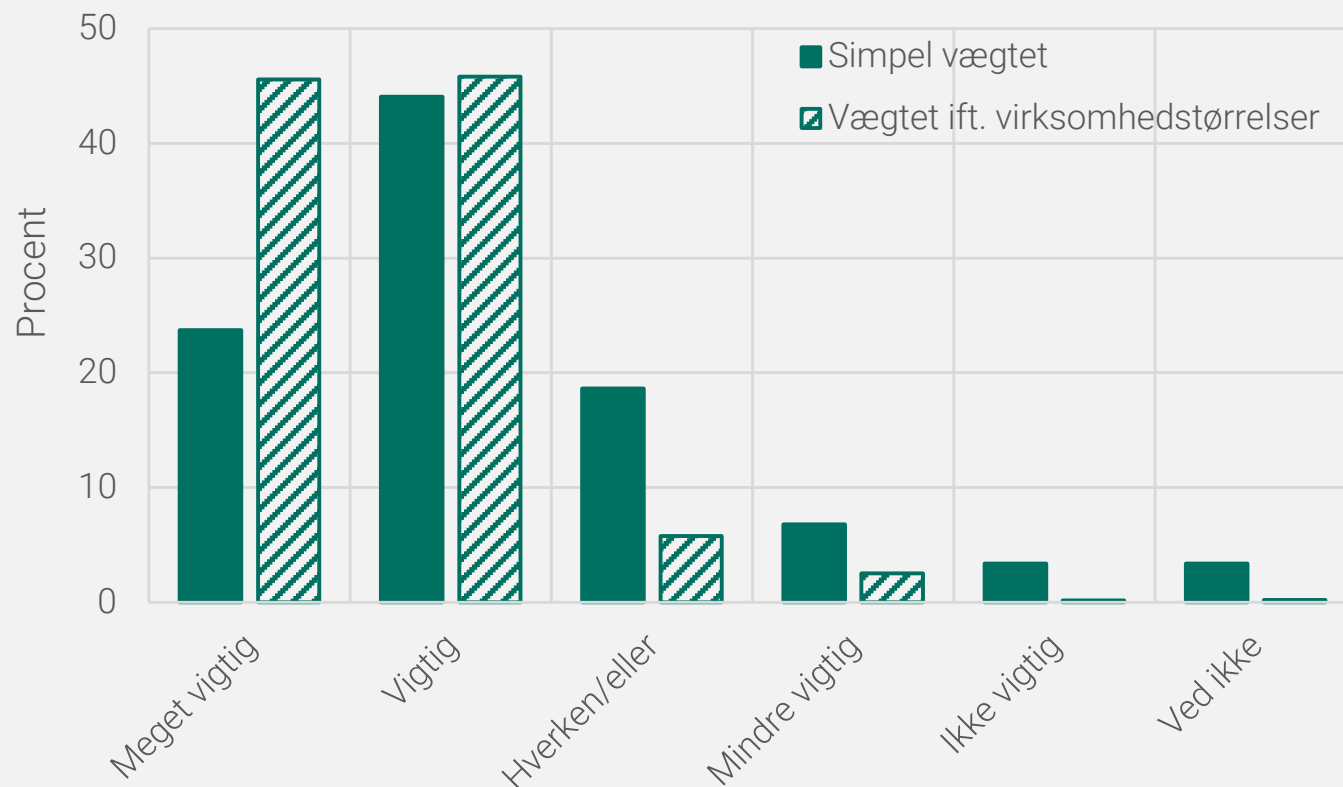


Anm.: Andet halvår af 2024 er blot beregnet pba antagelsen om, at andet halvår har samme eksport som første halvår af 2024.

Kilde: Danmarks Statistik og egne beregninger

Medlemsanalyse, betydningen af eksport

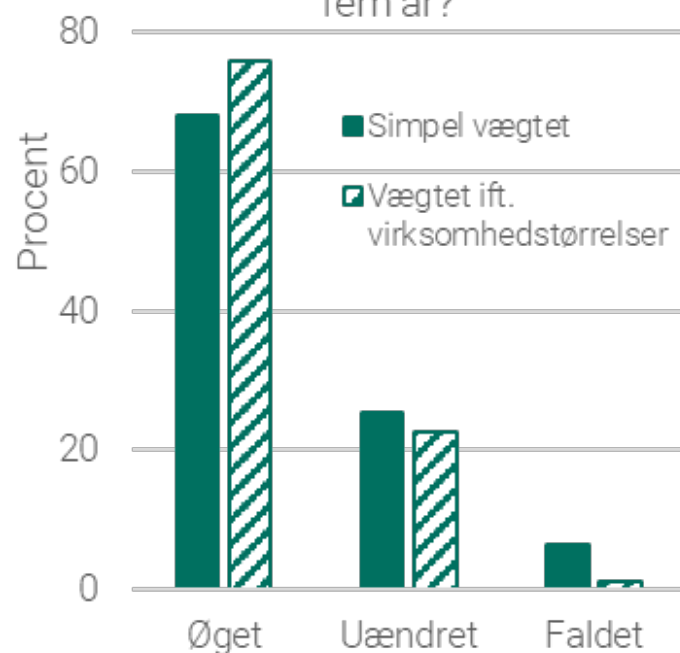
Hvordan vurderer du betydningen af eksport for din virksomheds vækst og fremtidige succes?



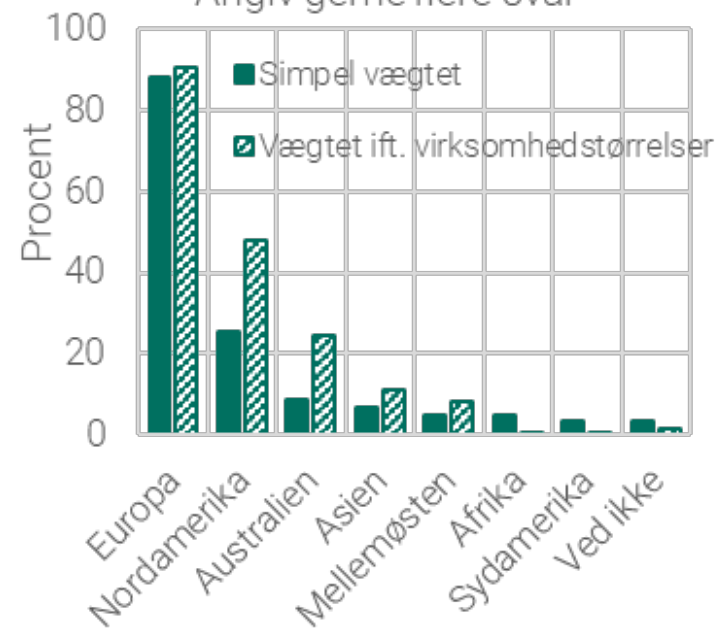
Anm.: Figuren inkluderer kun de virksomheder, der eksporterer eller har planer herom. Se faktaboks på sidste side for uddybning af undersøgelsen.

Medlemsanalyse, forventninger

Panel b: Hvordan forventer du, at din virksomheds omsætning har udviklet sig i udlandet om fem år?

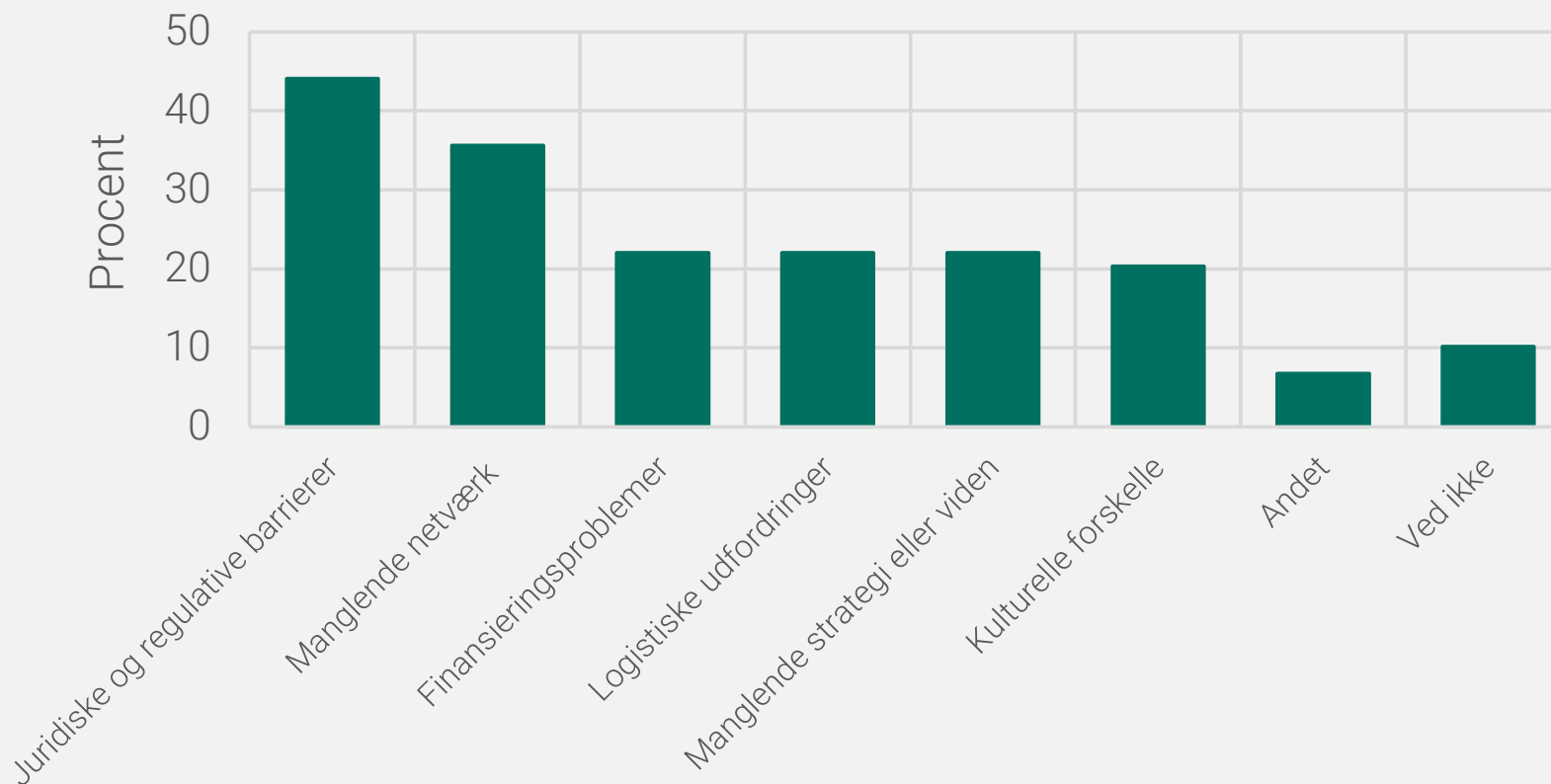


Panel b: Hvilke markeder ser din virksomhed de største potentialer til at ekspandere? Angiv gerne flere svar



Medlemsanalyse, udfordringer for eksport

Hvad er de største udfordringer, som din virksomheder oplever i forbindelse med internationalisering? Angiv gerne flere svar



-Oplæg fra medlemsvirksomheder om erfaringer med at arbejde internationalt:

ADEPT, v/Simon Poulsen, partner,

CEBRA, v/Lars Gylling, Head of Business Development, ass. partner,

C.F.Møller v/Mads Mandrup Hansen, partner

3XN v/Jeanette Hansen, CEO, partner

ADEPT

Internationalisering

2024.09.11



ADEPT

Hvem vi er + Hvad vi laver

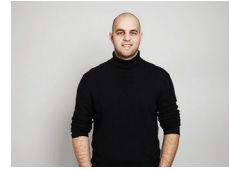
Hvem vi er



ADEPT - stiftet 2006 - Kontor i København og Hamburg

A D E P T

Hvem vi er



A D E P T

Hvem vi er



Arbejder med byplan, byggeri og landskab i DK og internationalt

A D E P T

Internationalisering?

Island Academy - første internationale 1. præmie 2008...



Hvorfor søge udenfor Danmark?

Afsæt

- Opdraget med internationalt udsyn
- Nysgerrighed og entusiasme

Opgør med "glasloftet" i DK

Andre muligheder for at komme i betragtning til projekter som mindre tegnestue

Manglende selvindsigt?..

Lykkelig uvidenhed om alle de eventuelle udfordringer

Dalarna Mediebibliotek 2010 - Første realiserede internationale projekt



Oberbillwerder, Hamburg 2017 - Første store tyske projekt



Hvorfor Tyskland?

Stort marked

- Mange store / interessante projekter - stor efterspørgsel på kompetente rådgivere

Transparent PQ proces

- Ofte mindre omfattende krav til pq. holdsætning og konkurrence

Konkurrencekrav

Ofte overensstemmelse mellem omfang og fee

Nært marked

Logistiske fordele - kortere rejsetider mv.

Efterspørgsel

Oplevelsen af at kunne udfylde et behov

Hvorfor ikke Tyskland?

Mange inviterede til konkurrencer
Udvalgte konkurrencer kan være med mange deltagere for lavt fee

Sprog/kultur

Flere kunder og samarbejdspartnere foretrækker tysk
- Anderledes inddeling af udviklingsfaser og ydelser

Processer

Offentlige projekter kan være plaget af bureaukrati og langsomme processer

Honorarsummer

Udvalgte tyske opgaver kan give lavere honorar pr. m² end udvalgte danske

Lille afdeling i Hamborg - 2020



ADEPT

Indsigt/Hvad har fungeret for os?

Gensidig interesse

- Ambitiøse bygherrer med forståelse for behovet for innovation og med modet til at hyre internationale rådgivere
- Nysgerrighed og forståelse for andre fremgangsmåder

Vores tilgang - et godt match.

- Et opgør med silotænkning - fokus på helstøbte tværfaglige løsninger (Fra byplanstrategier til bygningsdetalje - Fra Bæredygtighed til realiserbarhed)
- Afsæt i en scenariebaseret involverende udviklingsproces

Dedikeret BD-indsats

- Dyb forståelse for PQ-disciplinen - Gode samarbejdspartnere-streamlinede processer - Synlighed på alle platforme (digitale og fysiske) - Forståelse for bygherres behov

Tilstedeværelse

- Troværdigt at være knyttet/forankret til landet/markedet - mærkbar forandring

Opmærksomhedspunkter



ADEPT

Opmærksomhedspunkter

Organisk udvikling vs Stor investering?

- Gradvist opbygget et navn og relationer, I dag en kombination af inviterede konkurrencer, kommissioner, skitseprojekter mv

Drift og administration?

- Håndteres fra HQ eller lokalt?

Sprog og kultur

Ja, natürlich...

Rekruttering?

Ansættes lokale medarbejdere?

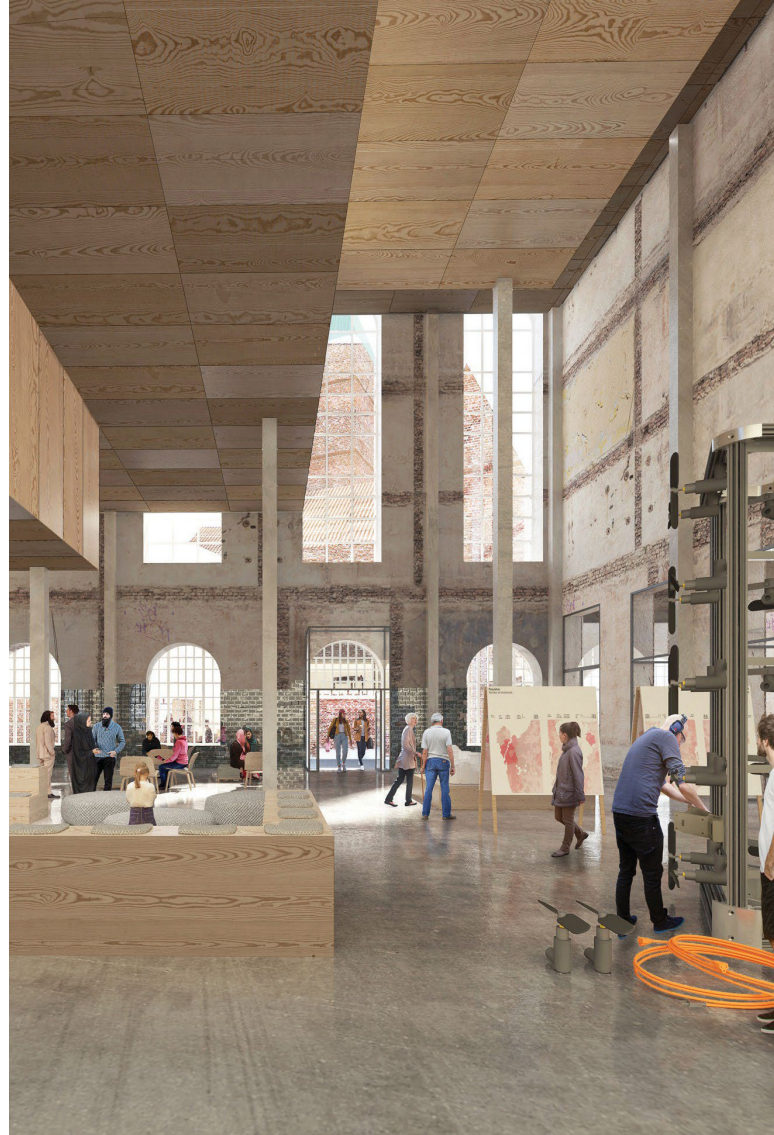
Hvordan bevares virksomhedens DNA?

- Fordeling af arbejdsopgaver - 50/50 bemanning på projekter
 - Tilstedeværelse af ledelse
 - Fælles arrangementer/møder

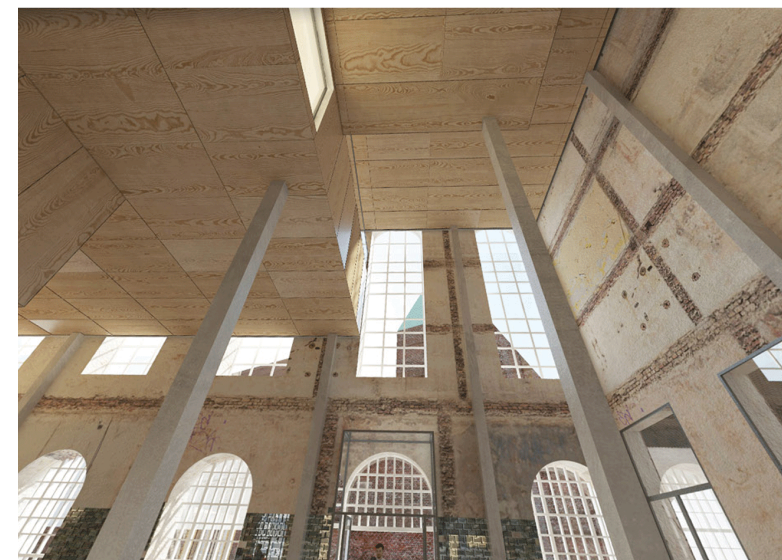
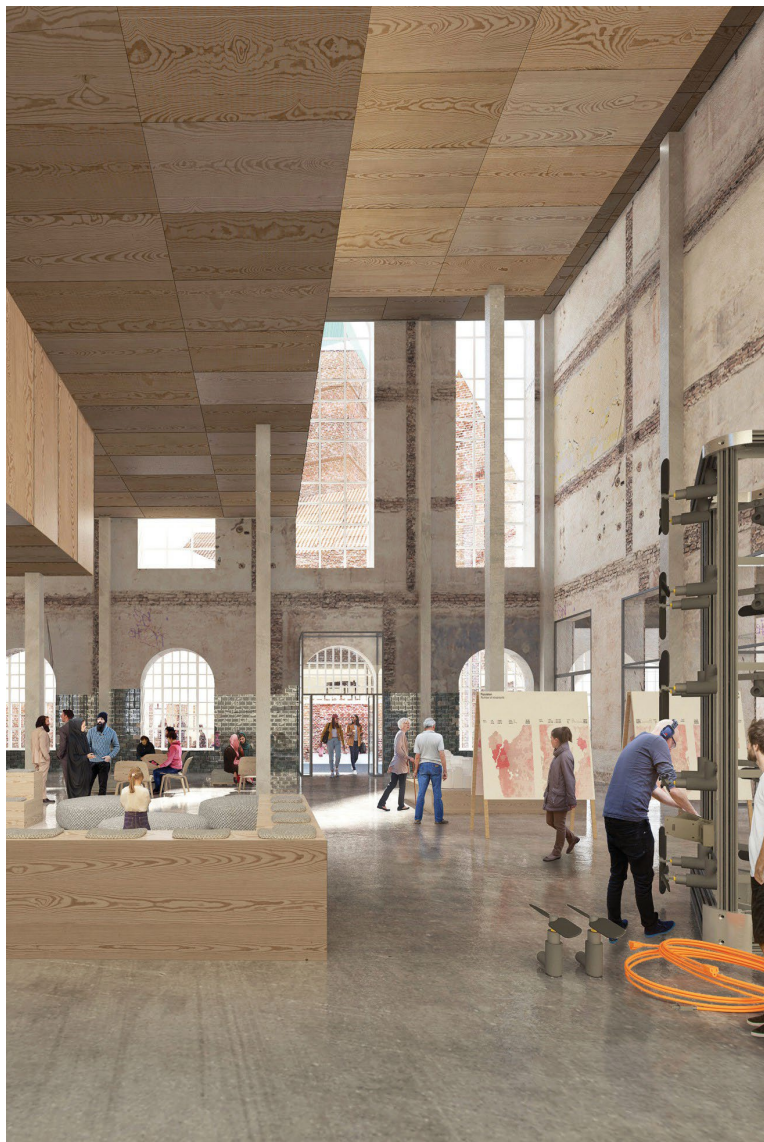
Fremtiden? - Wandsbek



Fremtiden? - Marinehaus - Stadtmuseum



Spørgsmål: Kan vi udvikle brugbare referencer, som kan anvendes til at vækste på det danske marked?



Eller...



Eller ender vi som arkitektens svar på
Michael Learns To Rock?

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C.F.Møller v/Mads Mandrup Hansen, partner

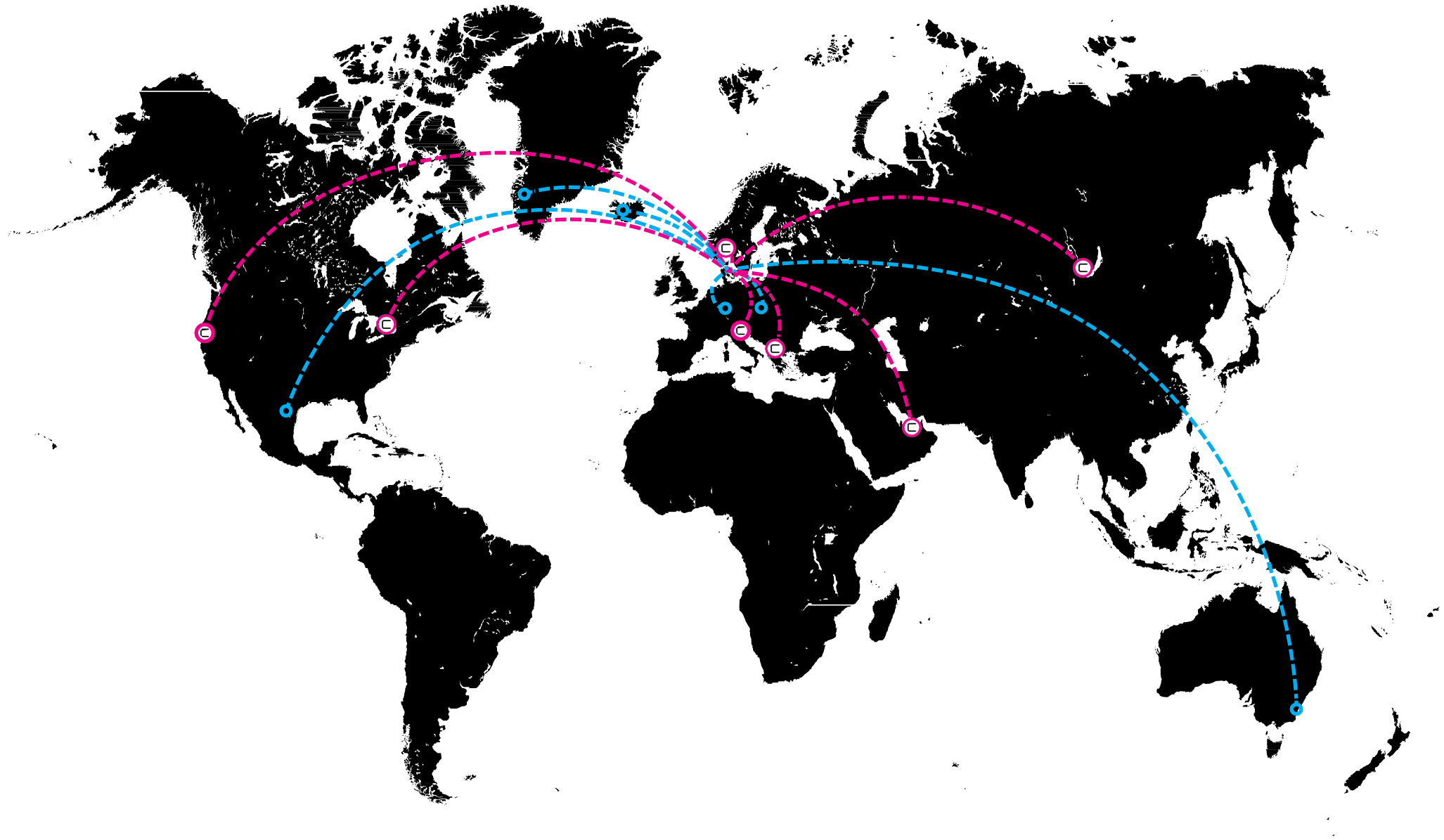
3XN v/Jeanette Hansen, CEO, partner



BEVIDST



SPONTANT







NORGE



ALBANIA



BRATISLAVA



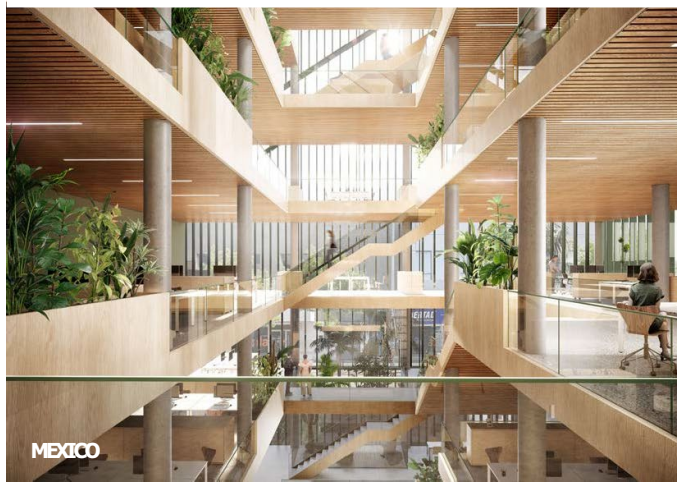
FINLAND



MONTENEGRO



UAE



MEXICO



UAE

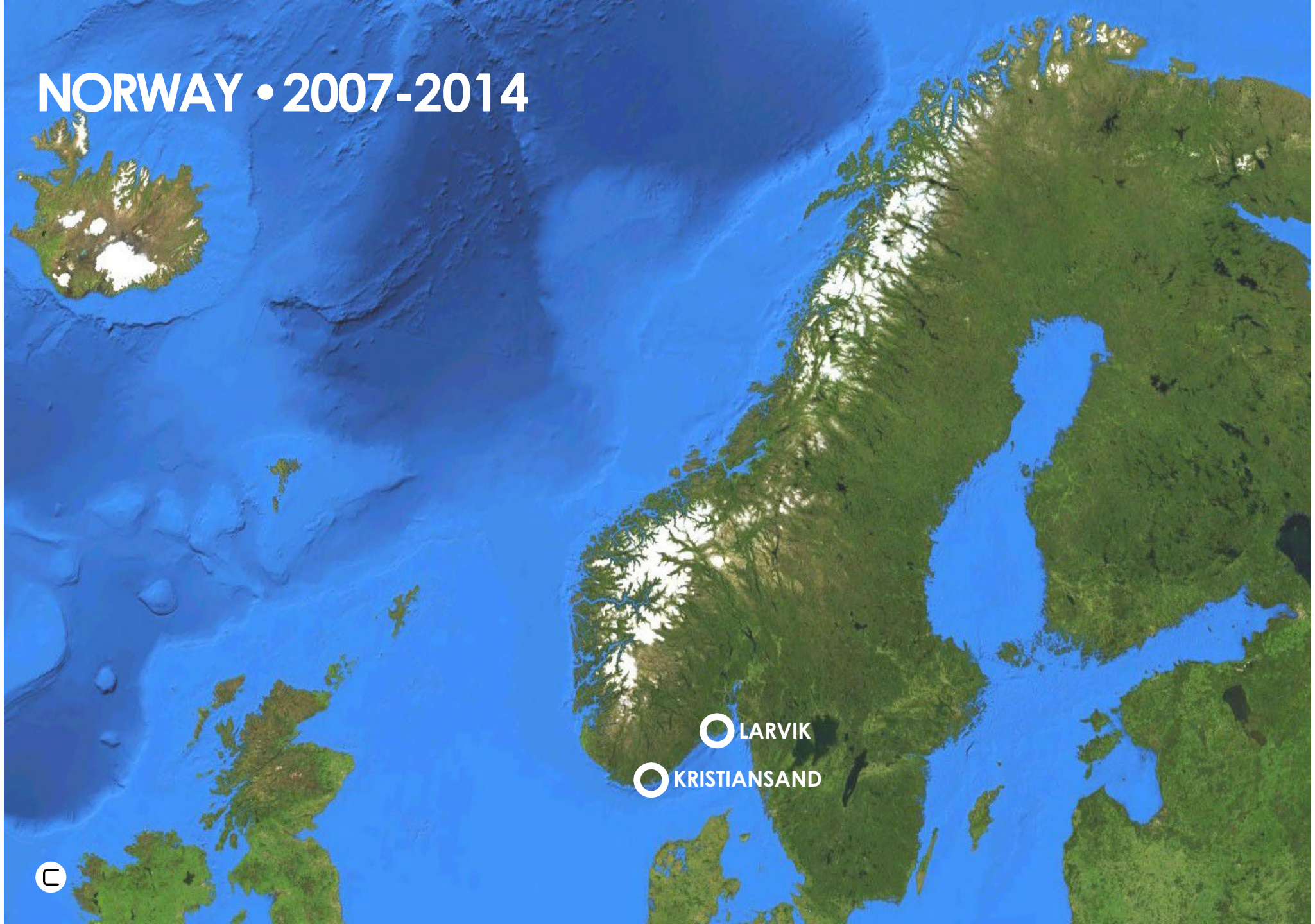


TYSKLAND

BEVIDST



NORWAY • 2007-2014



LARVIK

KRISTIANSAND

LARVIK • PRIMARY SCHOOL



KRISTIANSAND • TECHNICAL HIGH SCHOOL



RUSSIA • 2013-2015

MOSKVA

IRKUTSK



IRKUTSK • EDUCATIONAL CAMPUS



IRKUTSK • EDUCATIONAL CAMPUS



CANADA • 2016-



COLLINGWOOD
TORONTO



TORONTO • UNIVERSITY

SAM IBRAHIM BUILDING
SAM IBRAHIM BUILDING



TORONTO UNIVERSITY



TORONTO • UNIVERSITY



COLLINGWOOD • RESIDENTIAL



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STREETCAR

TORONTO • MIXED USE



1

2

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10

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SPONTANT



UAE • 2013-

ABU DHABI



ABU DHABI • MASTERPLAN



ABU DHABI • CULTURE & HERITAGE



ABU DHABI • TRANSFORMATION



ABU DHABI • LANDSCAPE



ALBANIEN • 2022-

TIRANA
KORCË
DHËRMI
VJOSA



TIRANA • MIXED USE



TIRANA • MIXED USE



VJOSA • CULTURE



KORCĚ • SPORTS AND URBAN PLANNING



DHËRMI • RECREATIONAL



CEBRA

-Oplæg fra medlemsvirksomheder om erfaringer med at arbejde internationalt:

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C.F.Møller v/Mads Mandrup Hansen, partner

3XN v/Jeanette Hansen, CEO, partner

C.F. Møller Architects

C.F.Møller's approach to the international market



Mads Mandrup Hansen

Partner, Arkitekt maa.

mmh@cfmoller.com

CF	MØLLER
ARCHITECTS	

1937



2017



Internationalization - CFM Experience

C.F. Møller Architects has experienced substantial growth and established a strong presence in the European market by prioritizing cohesive processes over a singular design style, which enhances collaboration and adaptability across projects.

Key factors contributing to this success include:

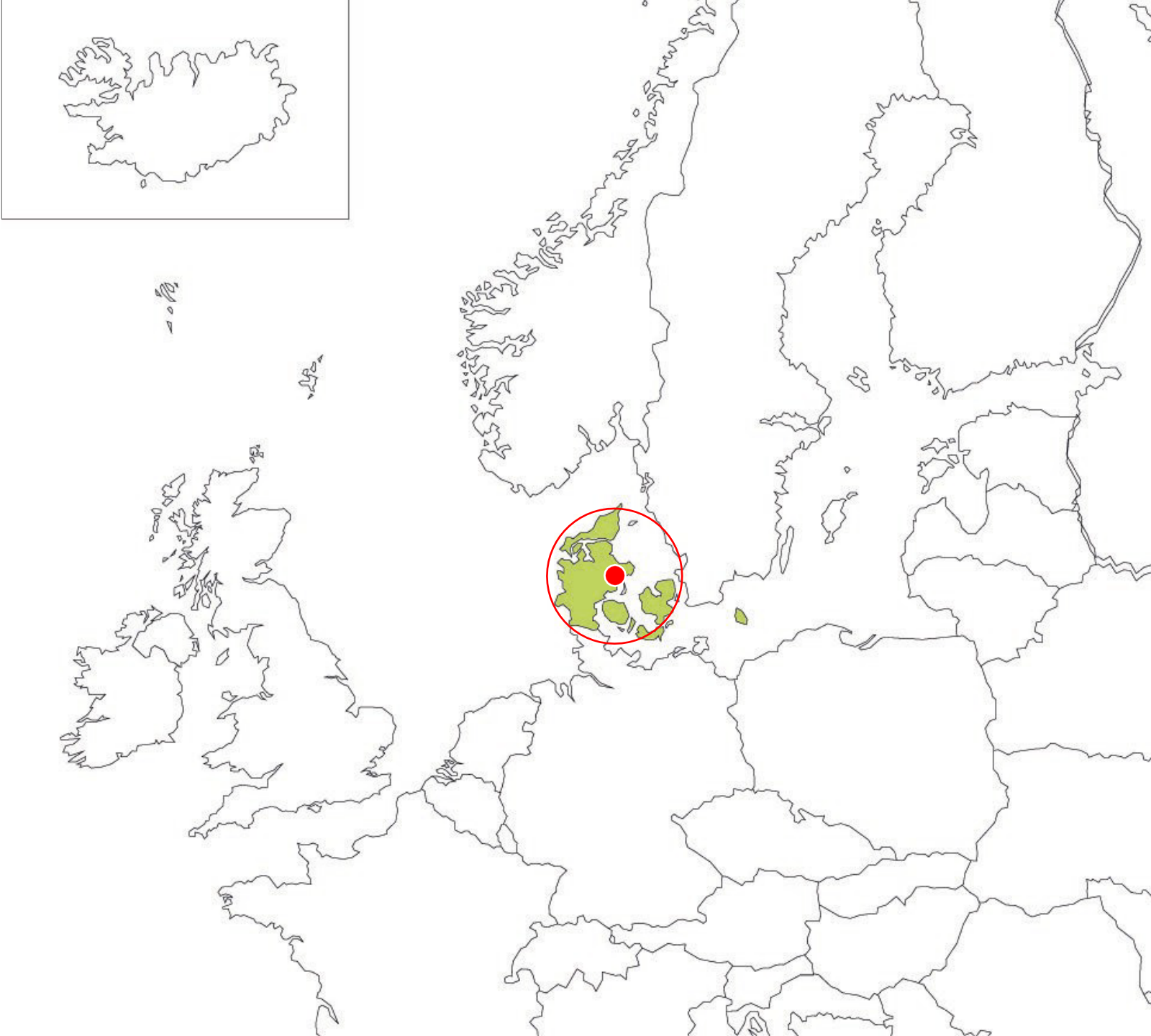
- **Diverse Service Portfolio:** Offering a wide range of architectural services tailored to client needs.
- **Specialized Expertise:** Utilizing a variety of specialties that strengthen our competitive advantage.
- **Collaborative Approach:** Fostering teamwork and innovation to deliver exceptional results.

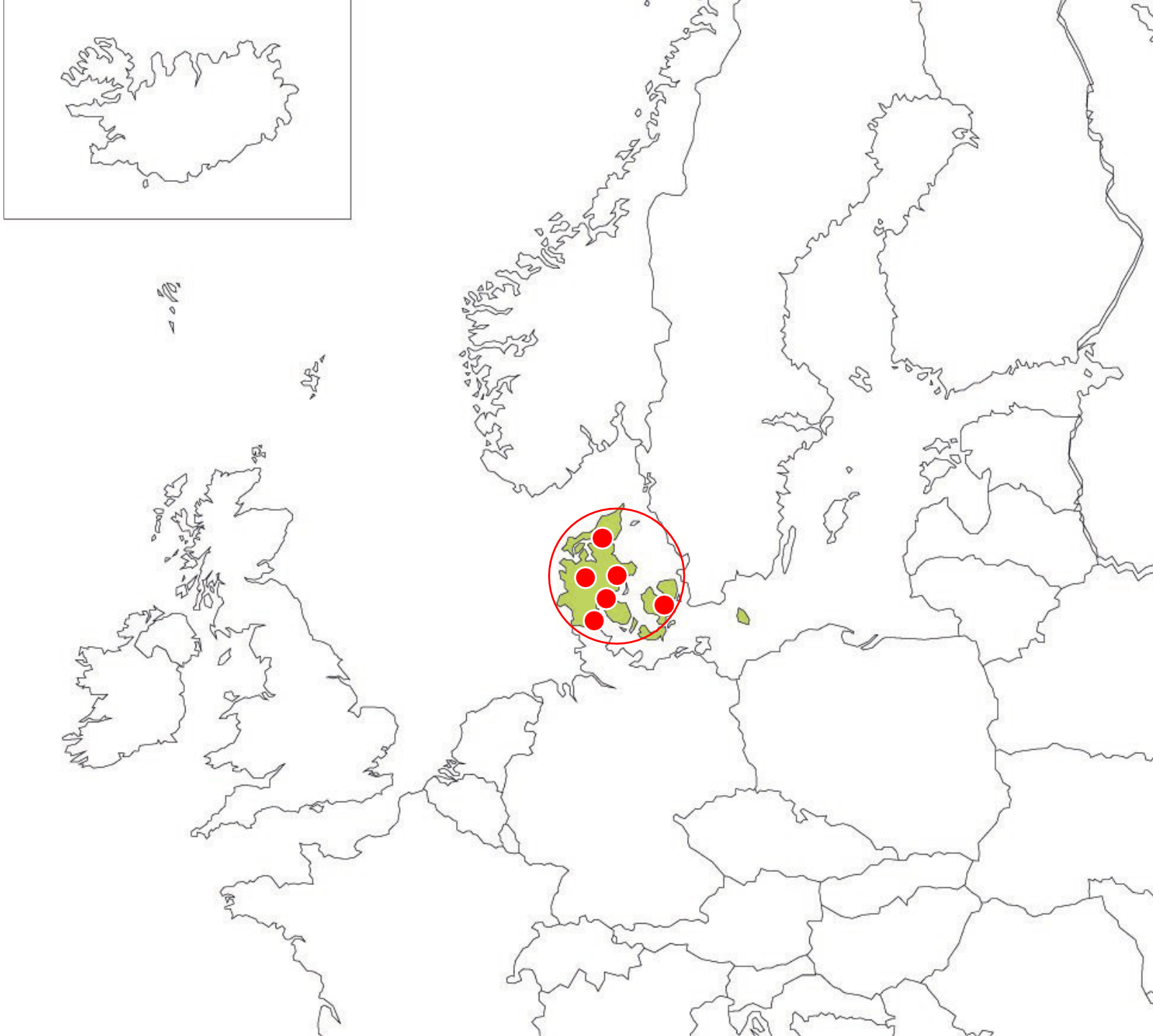
And the following bullet points sums up our success to archive this goal:

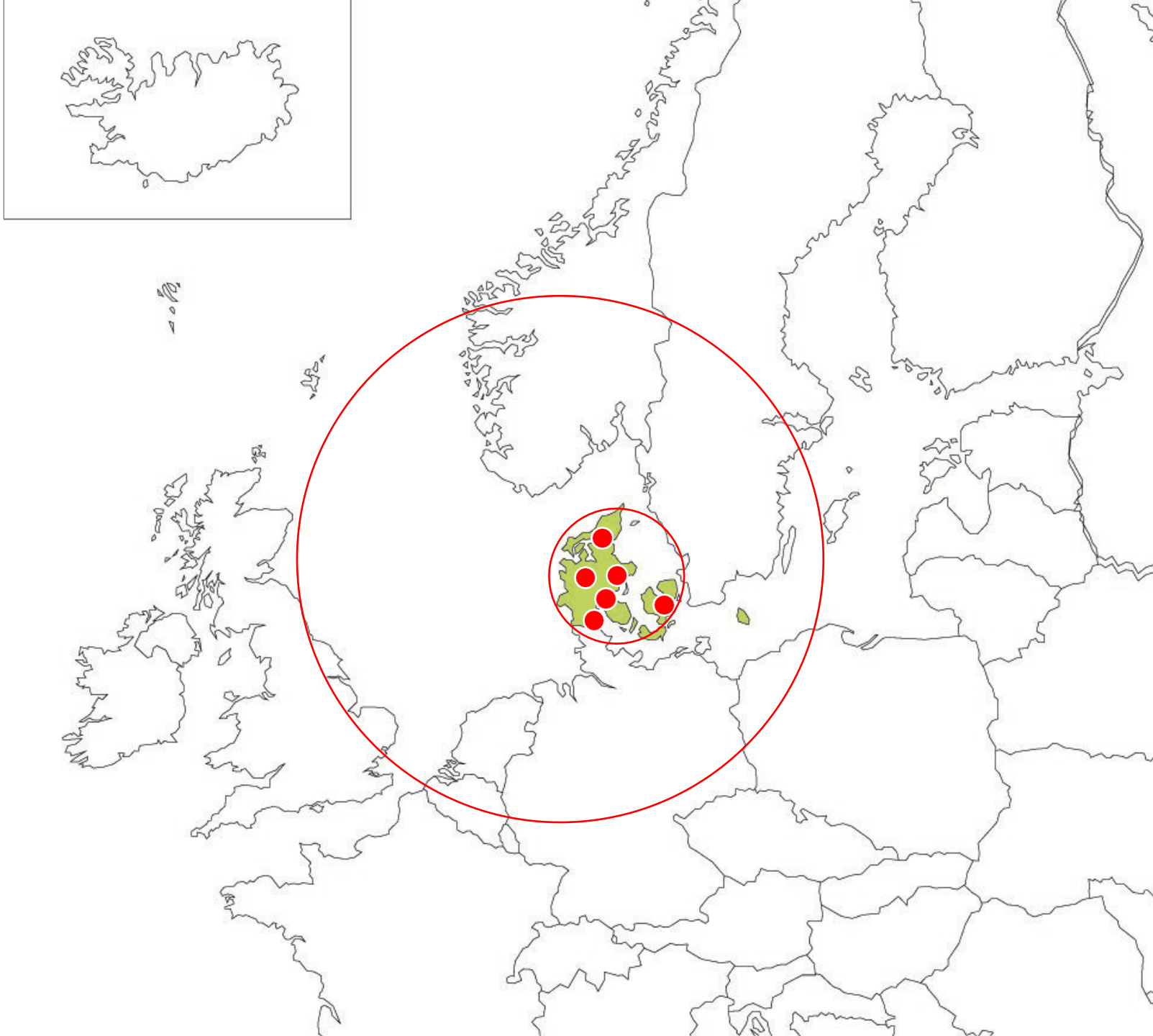
Setting up shop

We are a true believer in a controlled engagement, where we are able to deliver max throughout all phases, from concepts, produced in our competition LABS to their schematic development to follow up in the respective context/country. Expanding operations from Denmark to various international markets including the Nordics, Germany, England, Belgium, France, and Switzerland













Sector-Specific Export Strategies

Targeting specific typologies such as healthcare, campus planning, workplace design, and prison design to meet diverse market needs. Leveraging specialized knowledge in areas such as prison design, healthcare, tall buildings, and master planning to establish credibility and attract international clients.

Campus Planning, edu & research



NO

NTNU Campus, Trondheim



GER

Heilbronn Campus

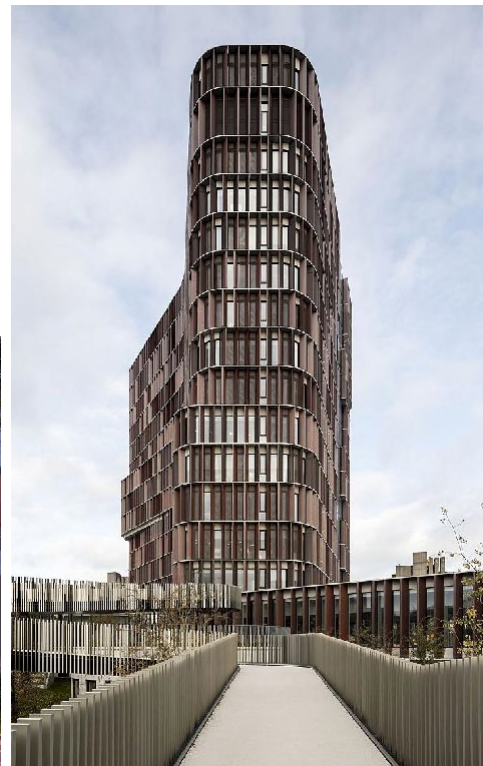


Aarhus University Campus

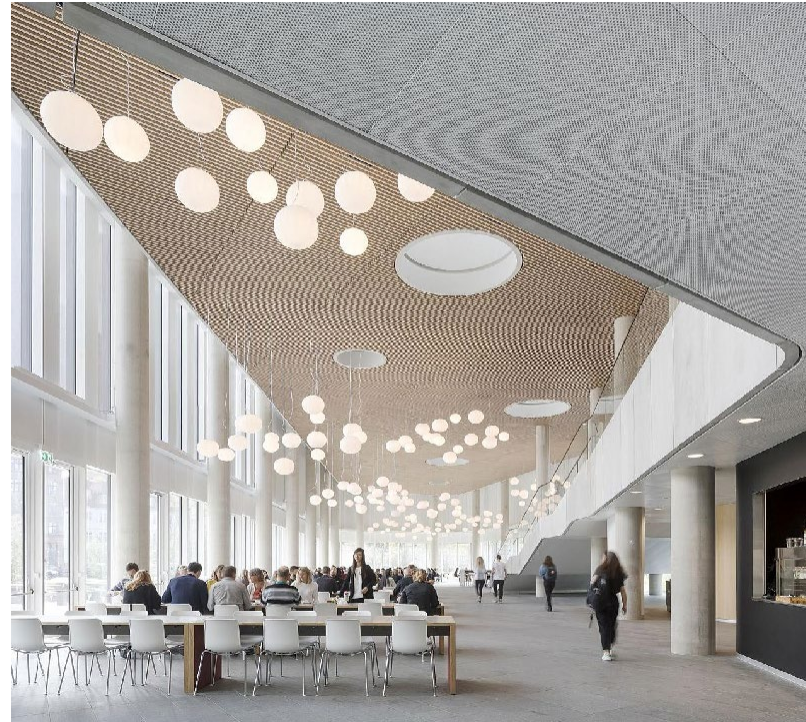


SWE

Biomedicum, Karolinska Inst.



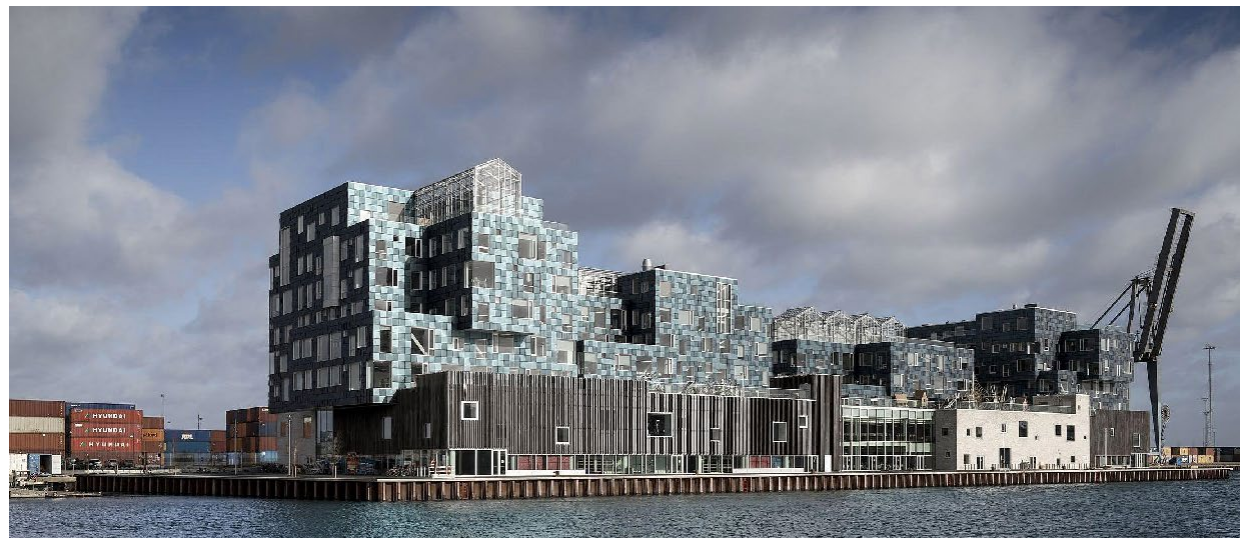
Mærsk Tårnet, Copenhagen



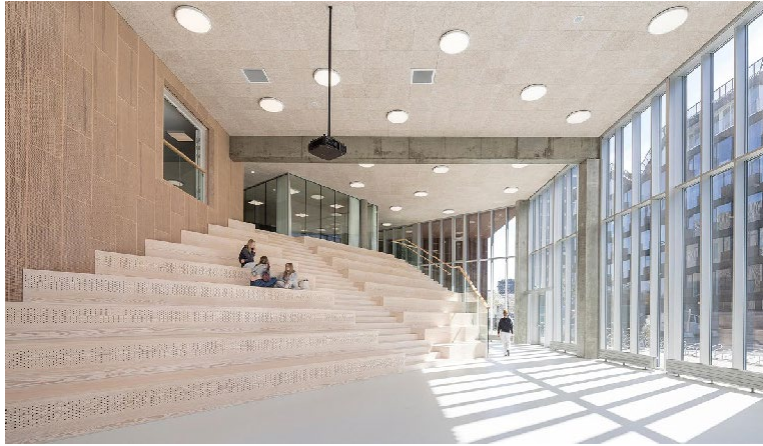
FR

QHU Medical School, Nantes

Schools



Copenhagen International School



New Islands Brygge School



Waldau School



New School, Harstad

New ways of working



Bestseller HQ, Aarhus



Berlin Hyp



BMUV Ministry, Berlin



i8, Munich



Landsbankinn, Reykjavik

Housing



Student Housing, Odense



New City, Oostende



Örnstro Timber Town, Örebro



Zen Houses, Stockholm

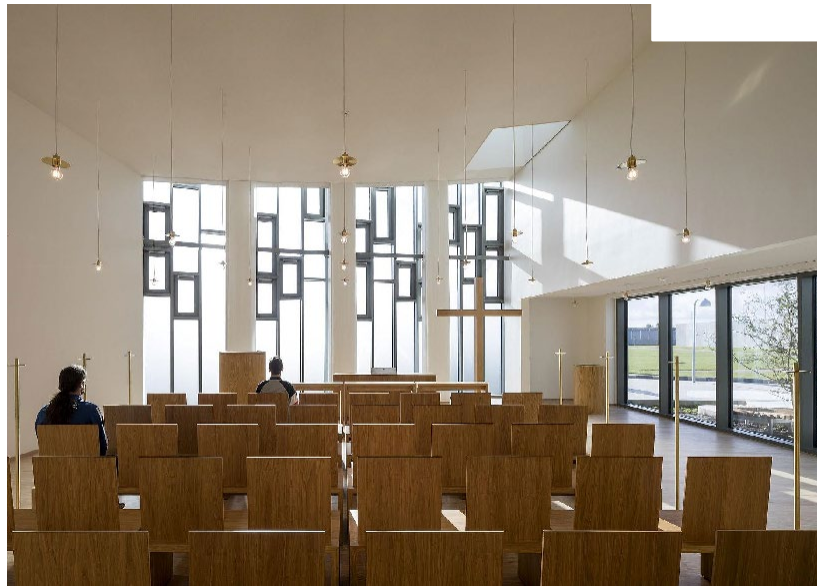


Residential Tower, Antwerp

Prisons



Storstrøm, Gundslev



Correctional Facility, California

Healthcare



Akershus, Oslo



QHJ Medical School, Nantes



LMU University Hospital, Munich

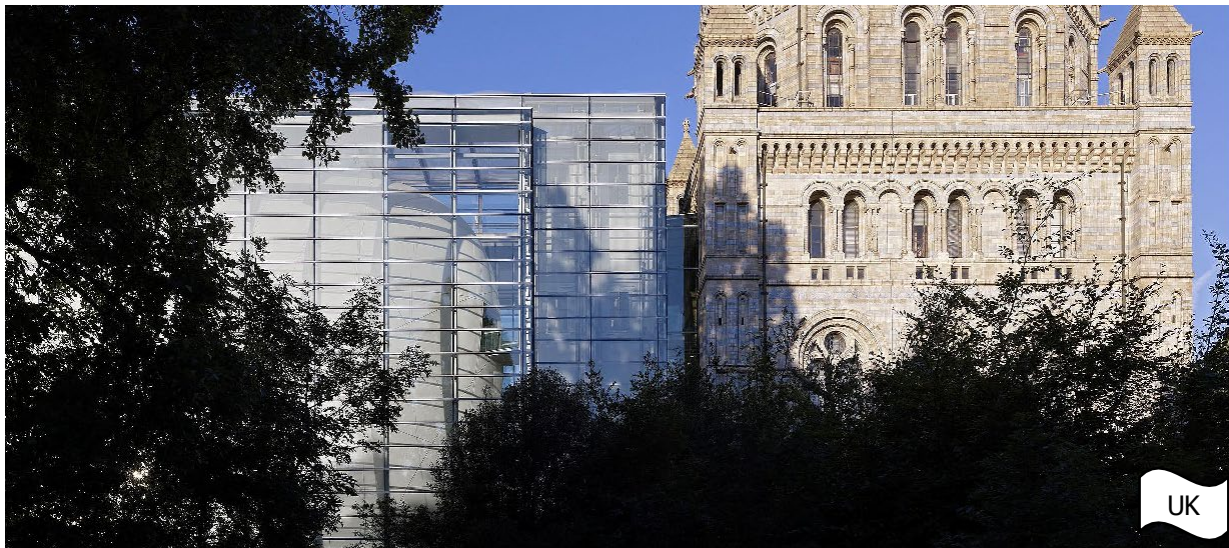


Medical School, Hamburg

Cultural Buildings



SMK Extension, Copenhagen



UK

Darwin Museum Extension, London



UK

Maritime Museum, London



NO

Sogn & Fjordane Art Museum

Congress and Sports



SWE

Friends Arena, Stockholm



NO

Bergen Arena



SWE

Conference Center, Lund



SWE

Eleda Stadium, Malmö

Tall Buildings



Mærsk tårnet, Copenhagen



Oslo Horisont



Mindet, Aarhus



Fjordporten, Oslo



Altona, Hamburg

Transformation



Oslo Horisont



Dalum Paper Factory, Odense



Maskinfabrik, Valby



Kronan, Malmö

Technological Advancements

Utilizing cutting-edge technologies like solar photovoltaics and sustainable building materials such as wooden know-how, to enhance project appeal, functionality and tap into demand for a more sustainable future.

PV Panels



Copenhagen International School



Bellerivestrasse, Zurich

Timber Buildings



I8, Munich



Woodhub, Odense



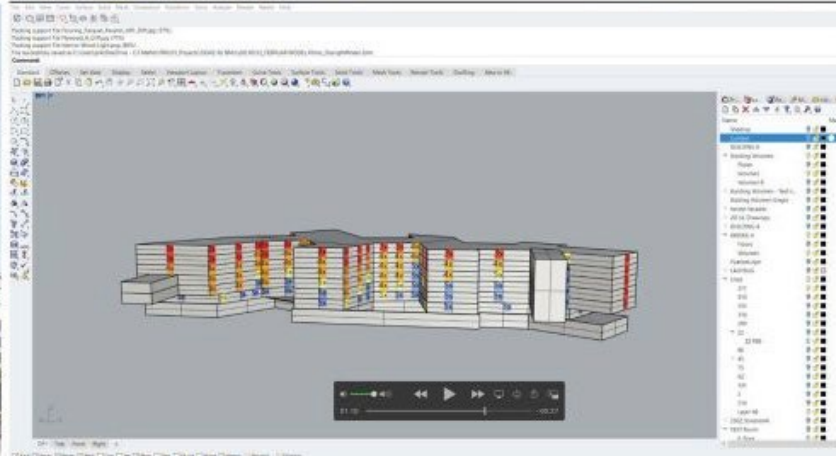
Kajstaden, Västerås



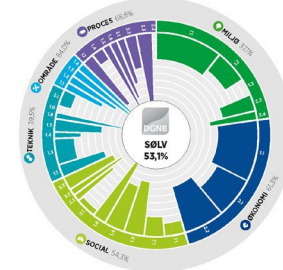
QHU, Nantes

Innovative Methodologies

Implementing methodologies like Building Information Modeling (BIM), user dialogue-based design, democratic design, and sustainability screening to improve project delivery and client engagement.



EKSISTERENDE BYGNINGER SØLV-SCREENINGSRESULTATER



DE EKSISTERENDE BYGNINGERS KVALITETER

Bygningens kvalitet er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav. Dette er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav. Dette er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav.

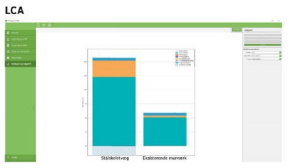
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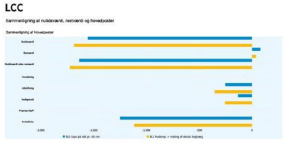
IKKE-BÆRENDE SKILLEVÆGGE

Ikke-bærende skillevægge er en vigtig del af bygningens konstruktion. De er ansvarlige for at adskille rum og give bygningen stabilitet. Dette er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav.



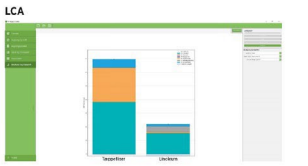
LCA-RESULTATER

Resultaterne viser bygningens samlede CO2-udledning og miljøpåvirkning. Dette er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav.



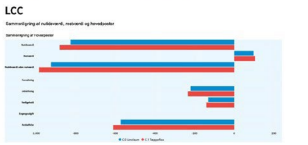
GULVBELÆGNINGER

Gulvbelægninger er en vigtig del af bygningens indre miljø. De påvirker bygningens energi- og miljøforbrug. Dette er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav.



LCA-RESULTATER

Resultaterne viser bygningens samlede CO2-udledning og miljøpåvirkning. Dette er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav.



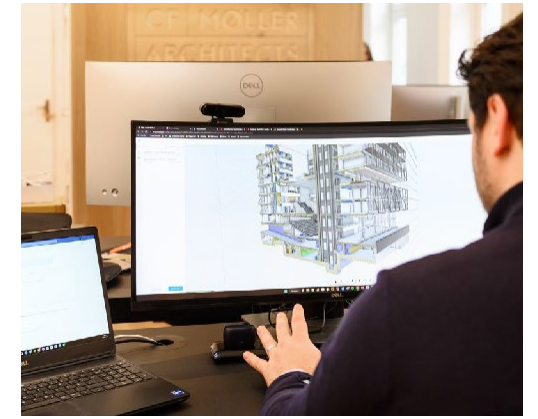
LCC-RESULTATER

Resultaterne viser bygningens samlede CO2-udledning og miljøpåvirkning. Dette er et udtryk for bygningens evne til at opfylde sine funktionelle og økonomiske krav.

Overview Details Materials

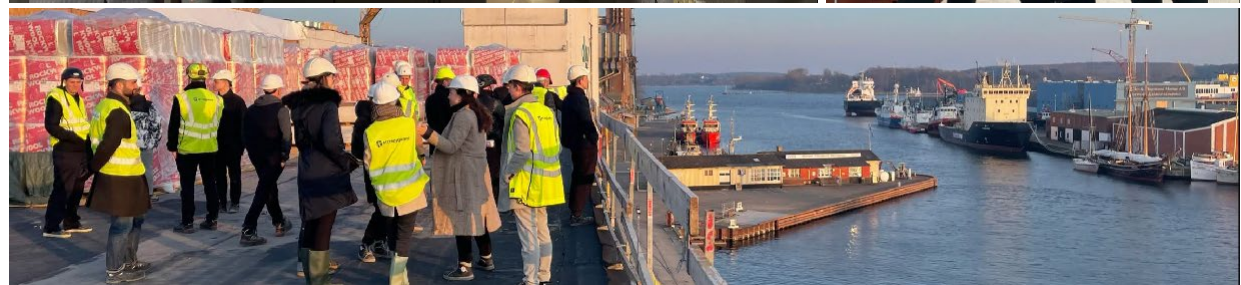
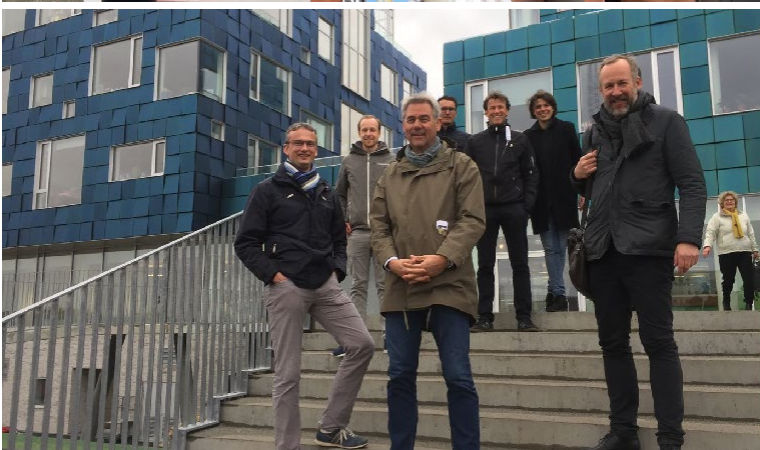
DGNB LCA Weighted Score
High score indicates lower environmental impact
67%

CO2 Global Warming Potential
Contribution to global warming from climate change



Networking and Strategic Campaigning

Building relationships through lectures, targeted sales strategies, and collaborations with key stakeholders in various markets.



Media and Brand Exposure

Enhancing visibility through awards, publications, interviews, exhibitions, and participation in conferences and expos to build a strong international reputation.



Great honour to partake together with our project leader, Gunner Nielsen and his team, + partner colleagues Julian Weyer, Thue Hasløv in the Inauguration of the ... se mere

[Se oversættelse](#)



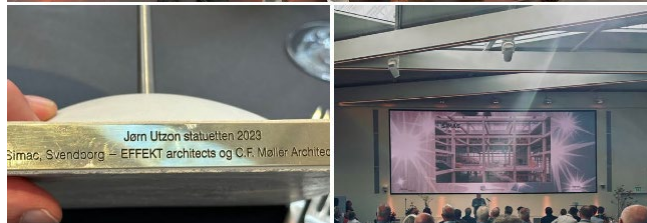
Mads Mandrup · Dig
Architect and Partner at C.F.Møller Architects
7md. · Redigeret ·

What a great honor on Denmark's yearly Architecture Day - to receive this year's best project award 2023, for our project SIMAC, nominated by Svendborg's local ... se mere

[Se oversættelse](#)

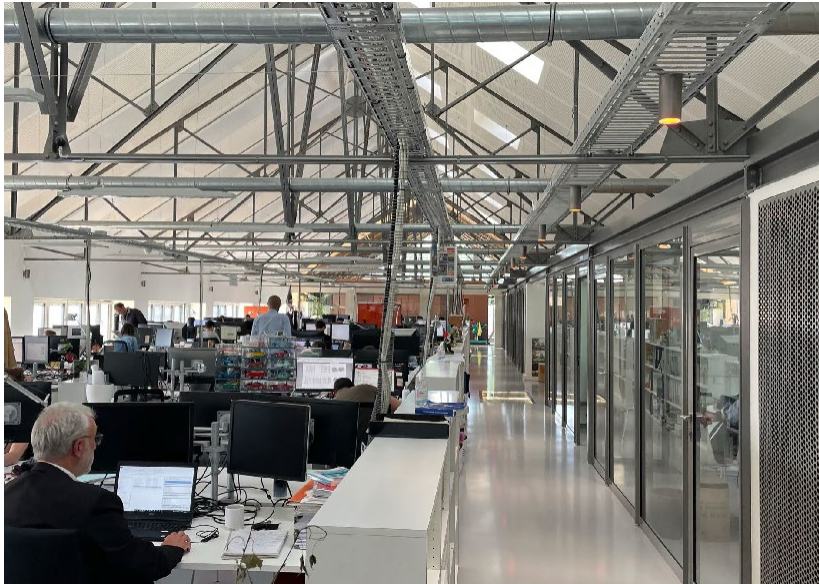
What a great Thursday evening at #DI - #cfmollerarchitects together w. #effektarchitects awarded the Jørn Utzon statuette 2023 - for our uncompromising ... se mere

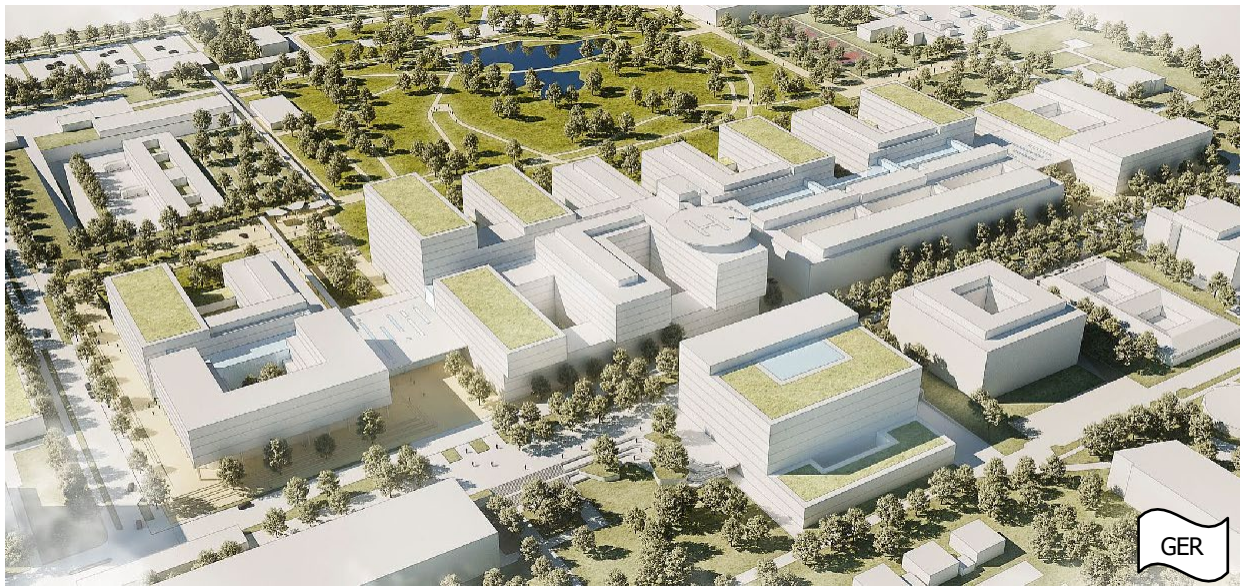
[Se oversættelse](#)



Road to Market Through Strategic Partnerships

Objective: *To leverage strategic partnerships in order to enhance market presence and expand into new regions, specifically targeting France, Belgium, Switzerland, Germany, and Austria*

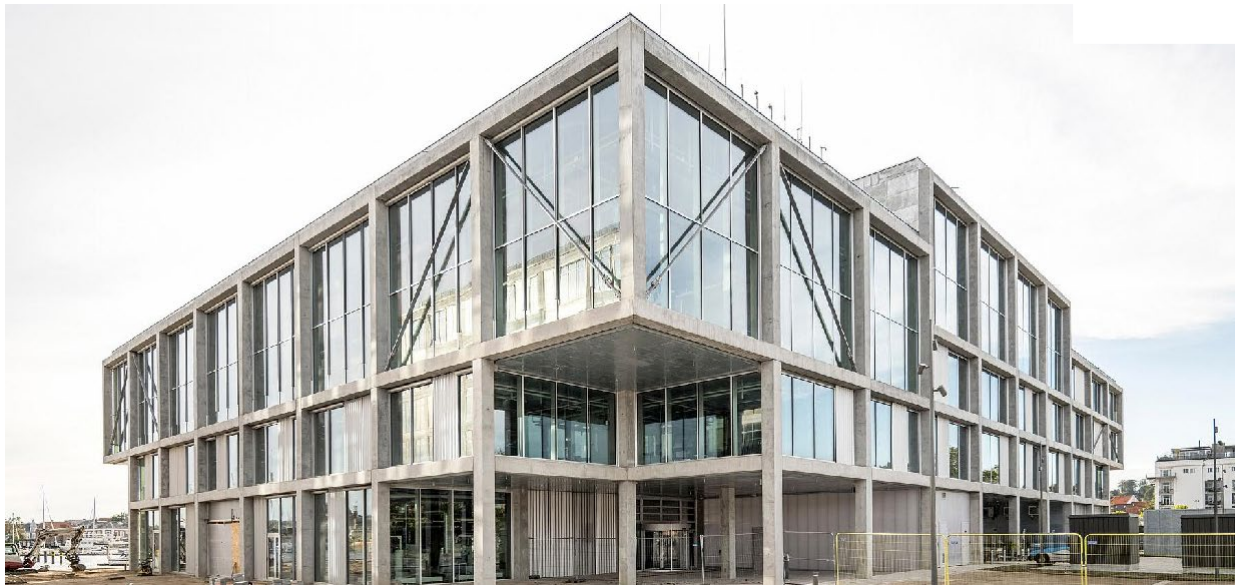




Medical School, Nantes

LMU University Hospital, Munich

One from the shelf... besser machen



SIMAC, Svendborg



Wacker House, Munich

-Oplæg fra medlemsvirksomheder om erfaringer med at arbejde internationalt:

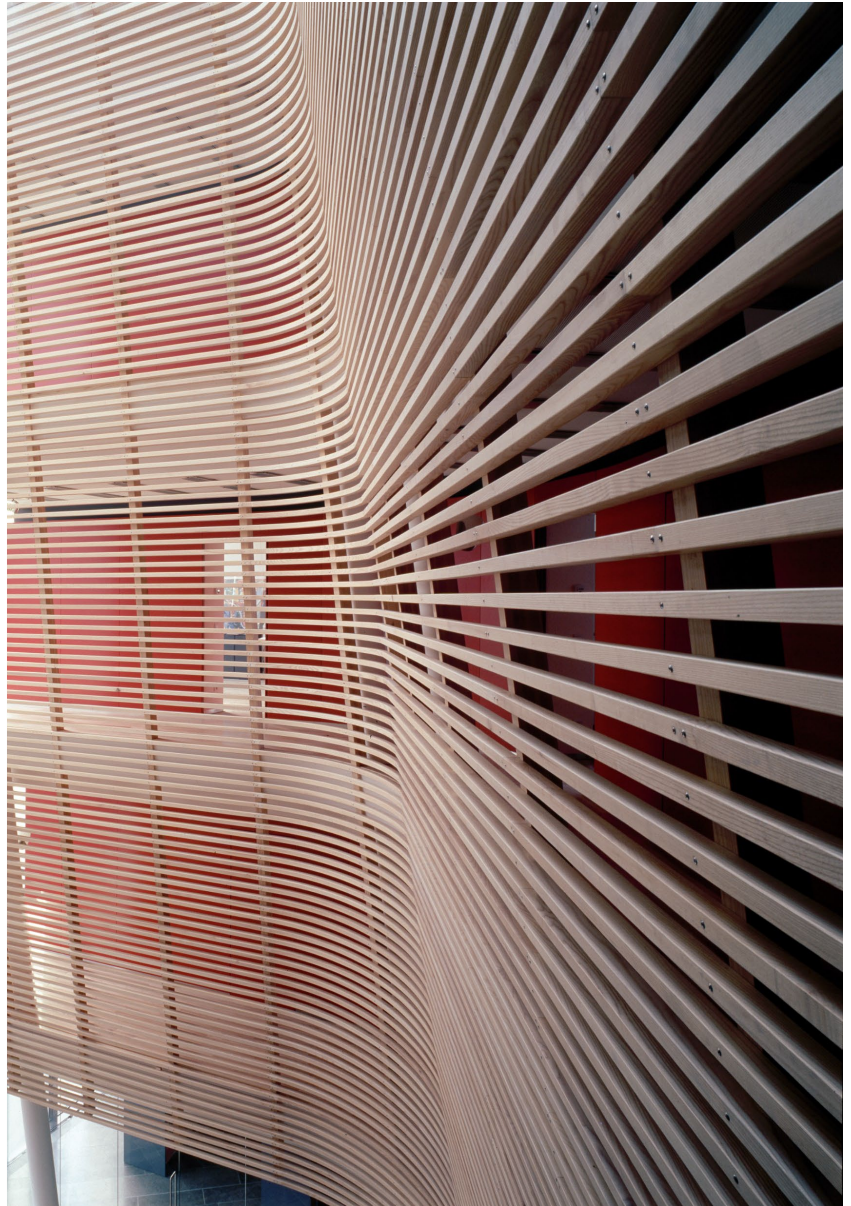
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C.F.Møller v/Mads Mandrup Hansen, partner

3XN v/Jeanette Hansen, CEO, partner

3XIN
GXIN





MUZIEKGEBOUWAAN'TIJ

BIMHUIS

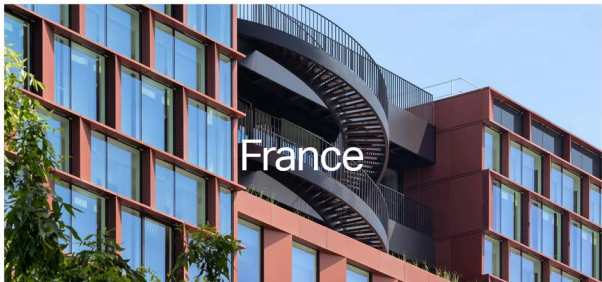
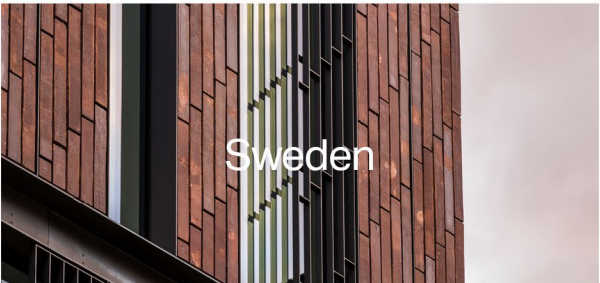
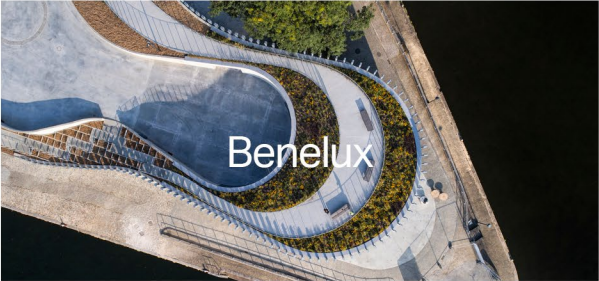
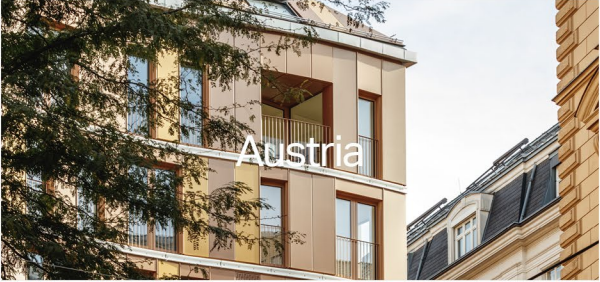
MÖVENPICK

Zouthaven

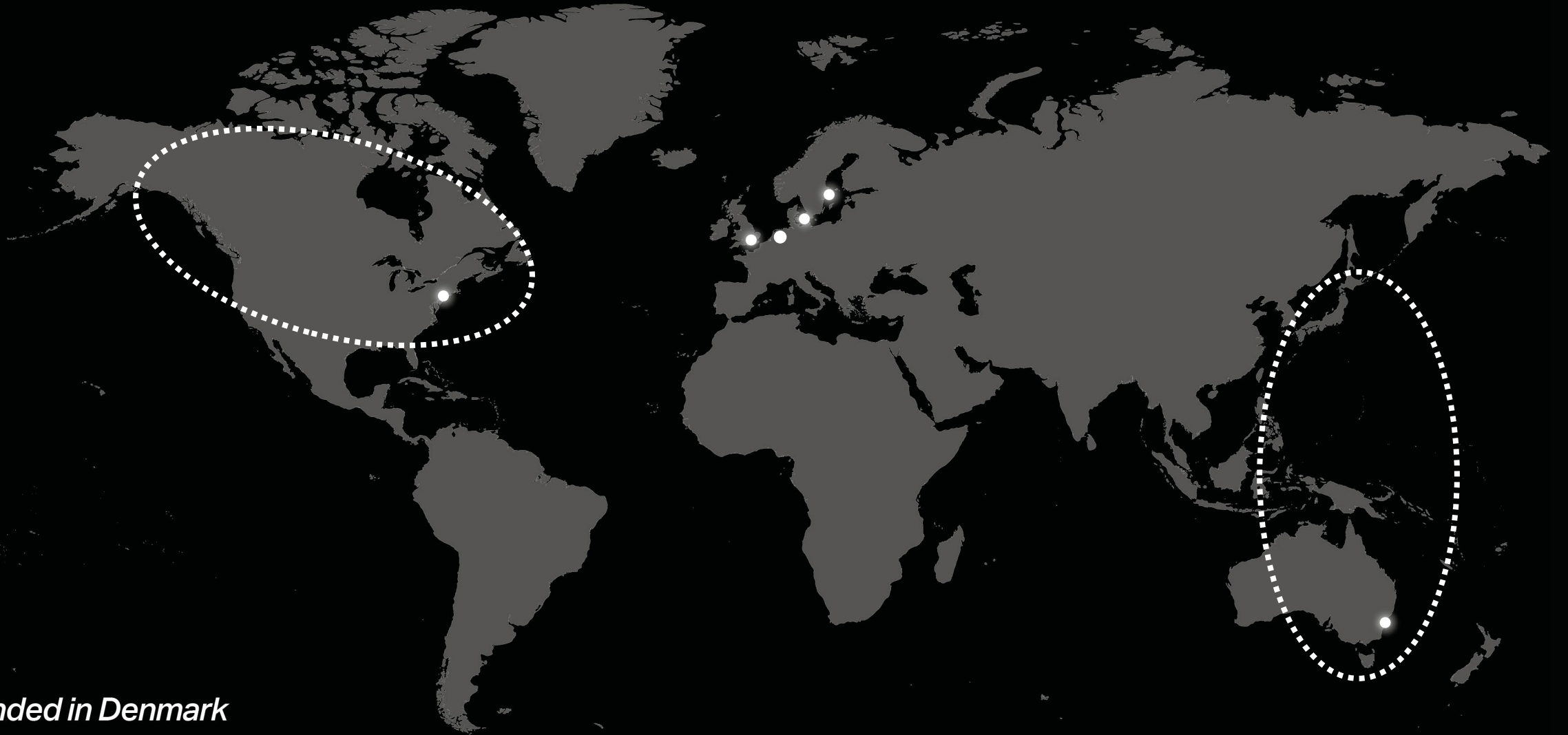
Zouthaven

Zouthaven

Where We Work..



Where We Are..



Founded in Denmark

*with offices in **London, Stockholm, Sydney & New York***

+200 Employees and +35 Nationalities

1. HVORFOR UD?

2. UPS, NU HAR VI ET PROJEKT!

3. SKAL VI ÅBNE KONTOR?



HVORFOR UD?

3XN
GXN



GODE FORBINDELSER





UPS, NU HAR VI ET PROJEKT!





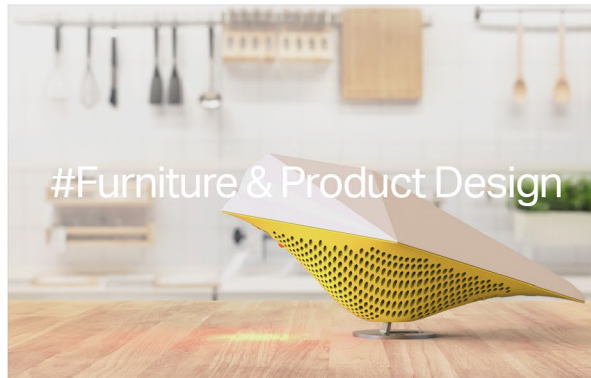
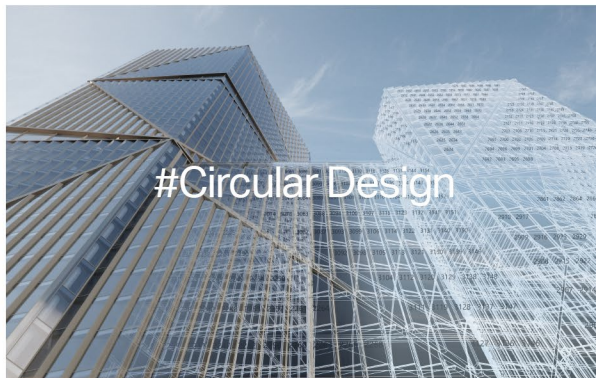
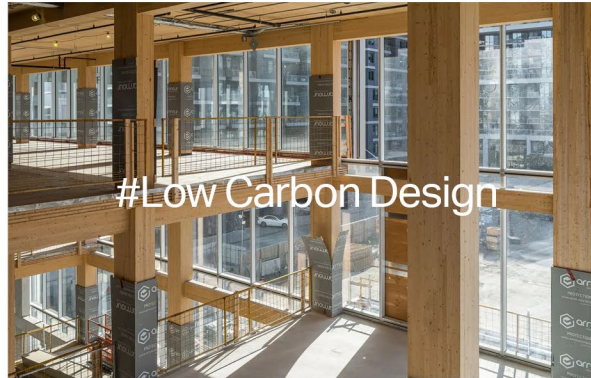
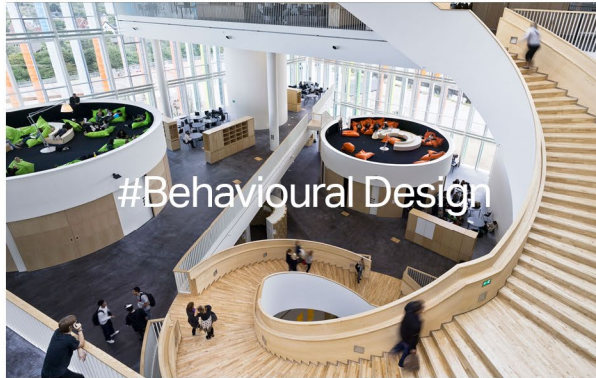
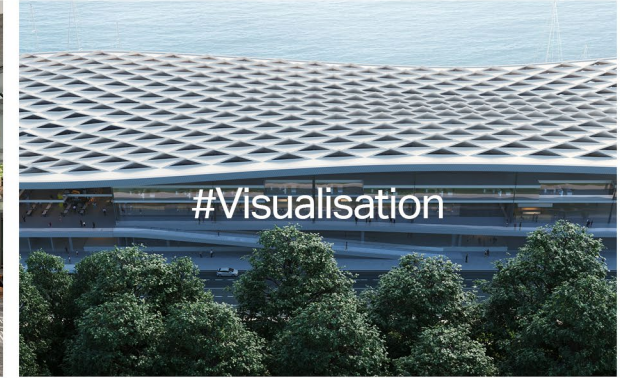


SKAL VI ÅBNE KONTOR?





What We Do



We Create Projects Together With..





Hvordan sikres og styrkes fremgangen for arkitektureksporten? v/samarbejdspartnerne:

Creative Denmark, v/Majken Kalhave, CEO,

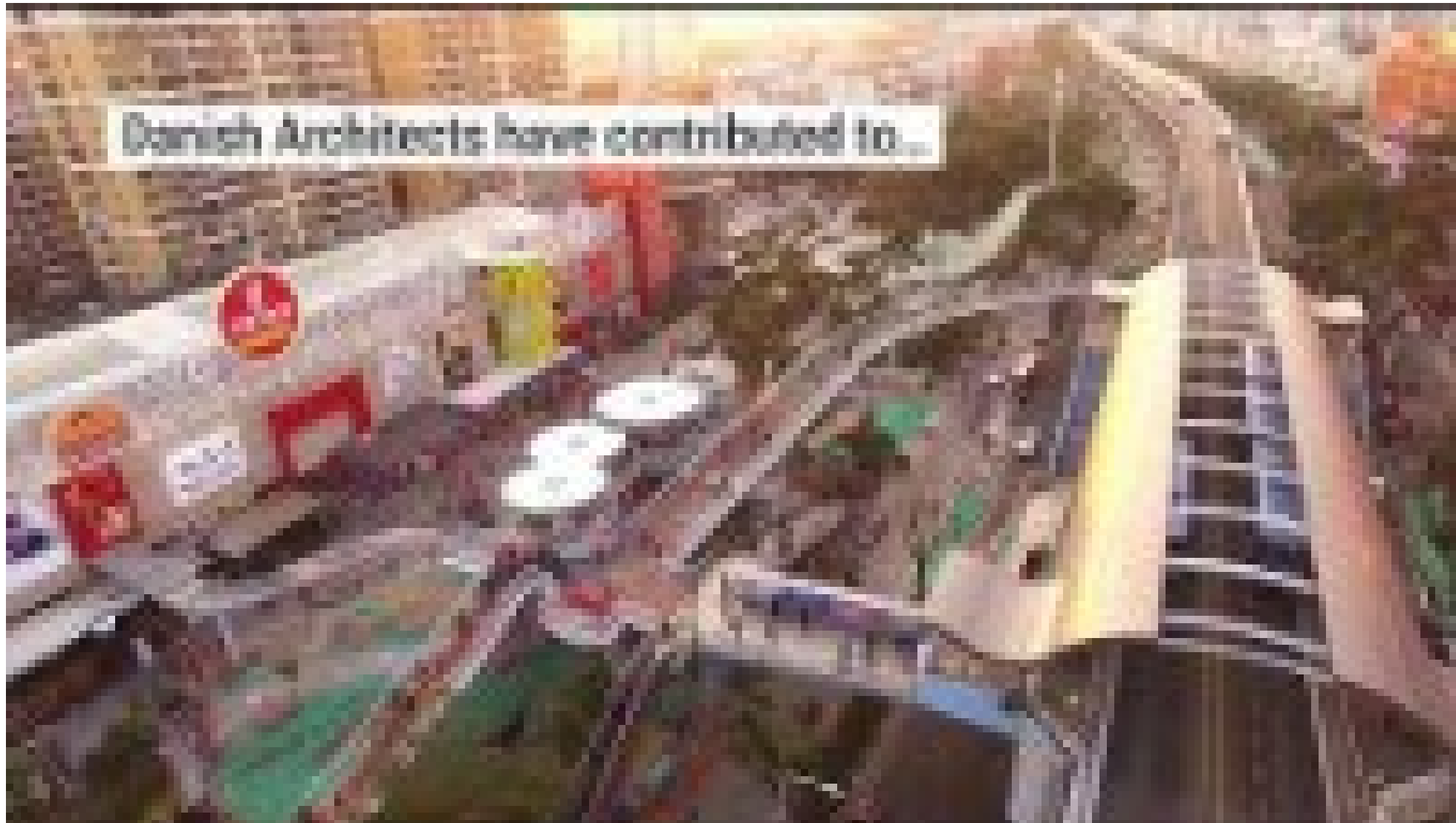
BLOXHUB, v/Jakob Norman-Hansen, Director, Global Networks & Partnerships

State of Green, v/Gry Klitmose Holm, Head of Tours (Buildings & Cities),

Trade Council, v/Jesper Dahlstrøm, Team Leader

Mork & Partners, v/Peter Mørk, CEO

A little snapshot



Hvordan sikres og styrkes fremgangen for arkitektureksporten? v/samarbejdspartnerne:

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State of Green, v/Gry Klitmose Holm, Head of Tours (Buildings & Cities),

Trade Council, v/Jesper Dahlstrøm, Team Leader

Mork & Partners, v/Peter Mørk, CEO



Let Creativity Drive ...

Majken Kalhave

Executive Director, Creative Denmark

Danske Ark medlemsevent den 11. september 2024



Statslige



MINISTRY OF CULTURE DENMARK



MINISTRY OF INDUSTRY, BUSINESS
AND FINANCIAL AFFAIRS



MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK

Private

DANSK
ERHVERV

Danish Chamber of Commerce

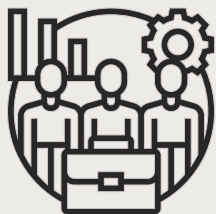


Danish Industry

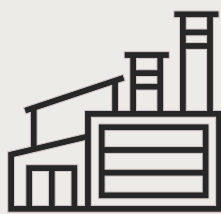
Vi samarbejder med internationale



Politiske
interessenter

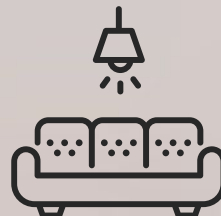


Erhvervs
organisationer



Virksomheder

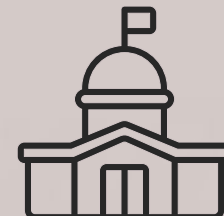
og faciliterer kontakt med danske



Løsninger



Virksomheder



Offentlig sektor

Advisory board



Torben Klitgaard
CEO



Kent Martinussen
CEO



Lars Emil Kragh
Deputy Director



Martin Delfer
CEO



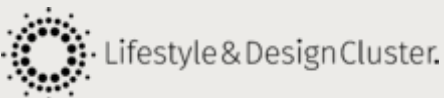
Henrik Lübker
CEO



Thomas Klausen
CEO



Malene Birkebæk
CEO



Betina Simonsen
CEO



Nikolai Klausen
CEO



Thomas Rohde
CEO



TBA

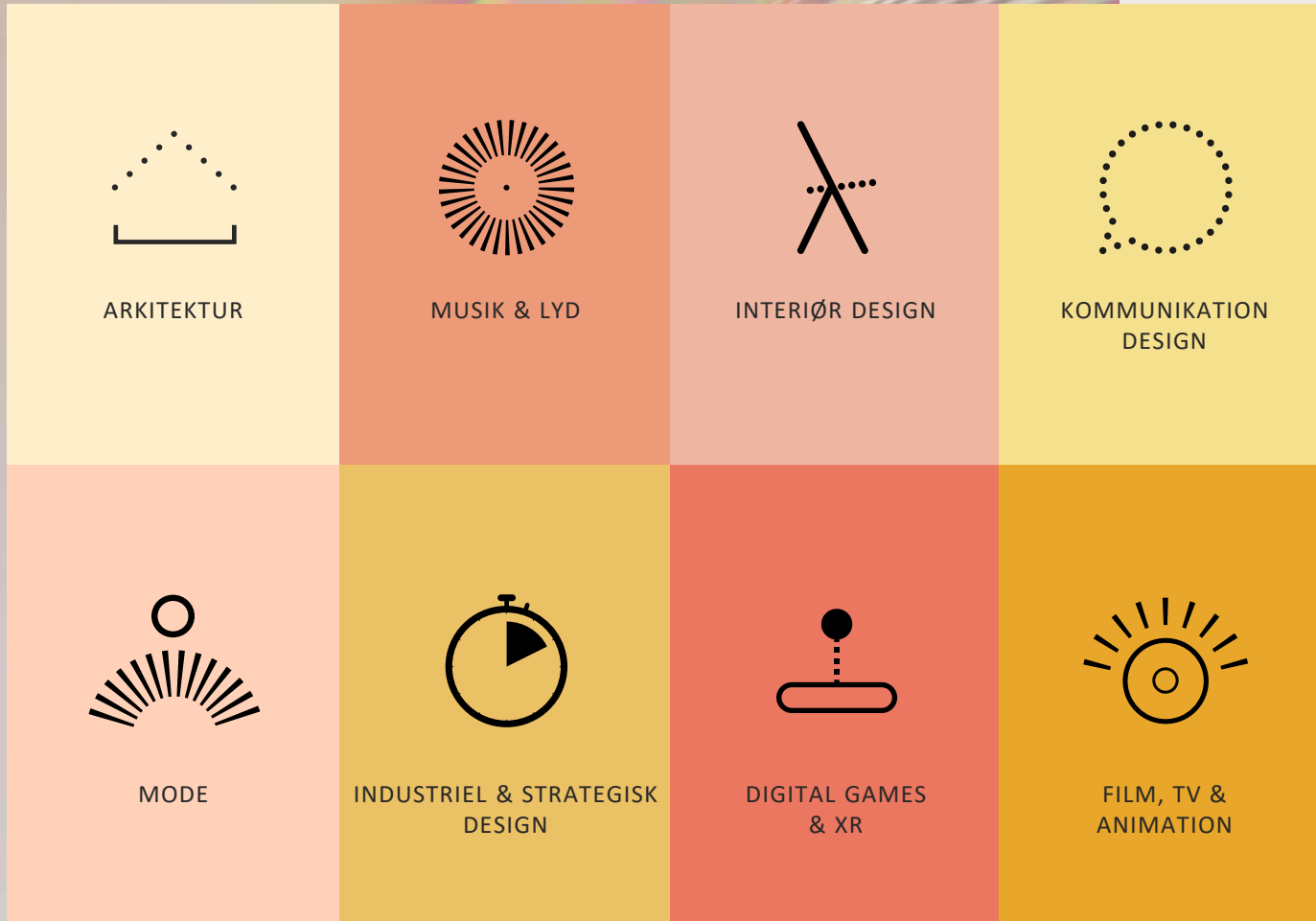


TBA



Birthe Tofting
Sales & Marketing director

Kreative industrier



Other industries

→ Kreative processer som en del af deres R&D

→ Kreativitet som katalysator for innovative forretningsmodeller

→ Kreativitet som en katalysator på tværs af produkter, service og virksomheder

Creative Denmark arbejder med to overordnede indsatsområder

Relationsopbyggende aktiviteter

Udsnit af konkrete aktiviteter:

- House of Creative Denmark
- Planlægning og gennemførelse af indkommende internationale fysiske og virtuelle delegationsbesøg
- Indirekte- og direkte deltagelse i eksportrelaterede internationale og nationale events
 - messer, konferencer, round-tables, præsentationer og workshops

Branding - herunder digitale platforme

Udsnit af konkrete aktiviteter:

- Indholdsudvikling, herunder understøttende virksomhedscases, In Focus, white papers, artikler, o.l.
- Udvikling og eksekvering af digitale markedsførings- og brandingkampagner
- Presseaktiviteter

Relationsopbyggende aktiviteter

HOUSE OF CREATIVE DENMARK I BLOX

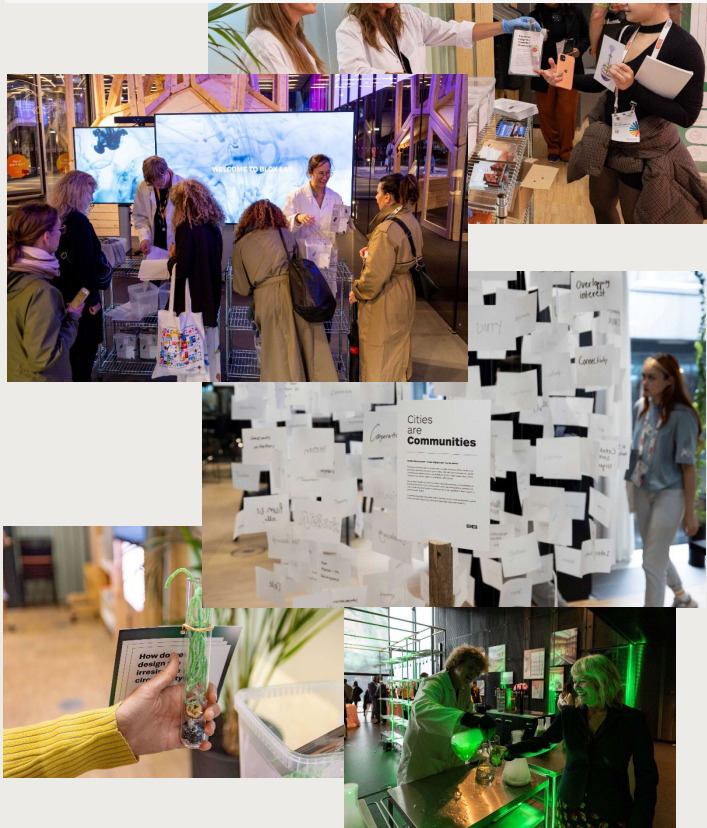
- House of Creative Denmark er et unikt mødested i BLOX, København
- Rummet kan bruges til både interne og eksterne møder, virksomhedsevents, workshops, hybrid præsentationer, productlanceringer og meget mere.
- Rummet er designet til at indrettes fleksibelt og kan tilpasses dine specifikke behov og ønskemål.
- Lokalet fungerer også som professionelt besøgscenter samt one-point-entry for internationale delegationer.
 - Siden marts 2023 har vi modtaget mere end 100 delegationer



WCA/UIA, Juli 2023



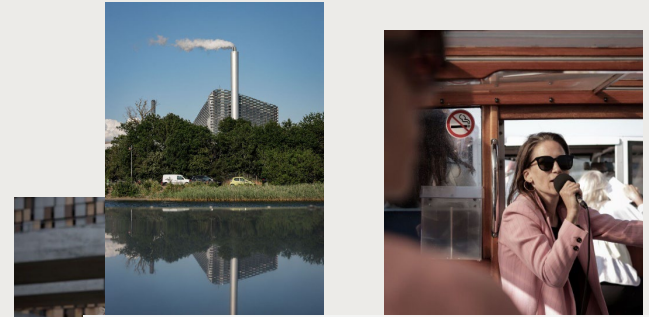
Tour de Blox - afholdelse af stort fælles arrangement med formål at åbne BLOX op, og give et unikt behind-the-scene indblik for et internationalt publikum. Omkring 450 gæster deltog.



Netværksevent i Dansk Industri, hvor danske og internationale aktører indenfor det byggede miljø fik mulighed for at netværke og etablere kontakt.



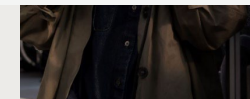
Eventet blev arrangeret i samarbejde med State of Green og Danske Arkitektvirksomheder. Samlet deltog 32 danske virksomheder og 19 organisationer, hvoraf 13 var danske.

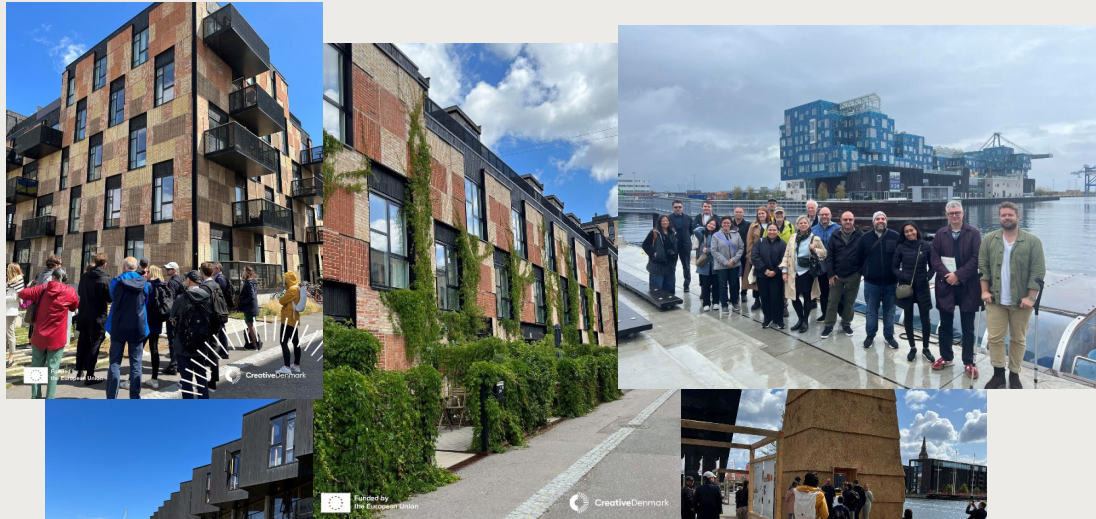


Guidet sejltur i Københavns havn for internationale aktører indenfor det byggede miljø i samarbejde med Bloxhub, DAC og State of Green.



8 danske virksomheder deltog samt Københavns Kommune.





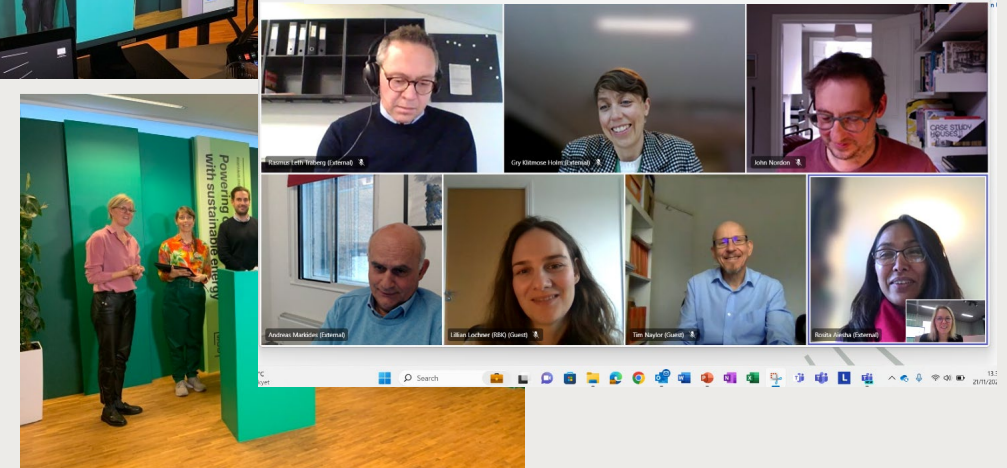
I forbindelse med UIA kongressen samt i løbet af efteråret inviterede Creative Denmark i samarbejde med State of Green og Den danske ambassade i London og Warszawa en britisk- polsk og amerikansk delegation til København. Derudover har konsortiet i samarbejde med den danske ambassade i Toronto inviteret en delegation fra Canada.



Delegationerne bestod af 12 delegater fra UK, 13 fra Polen, 15 fra Canada og 14 fra USA. Samlet set blev 25 danske virksomheder præsenteret, og 13 organisationer var aktiveret i løbet af besøgene.



Yderligere afholdelse af opfølgende webinars for hhv. arkitektdelegationer fra Polen, Storbritannien, Canada og USA med fokus på videre modning og fortsat samarbejde er blevet gennemført.



Building Decarbonization NYC, Maj 2023



Medarrangør af eventet "Building decarbonization: Closing the gap between Local Law 97, building Sustainability and Aesthetics" i samarbejde med Danish Cleantech Hub og State of Green.



Deltagelse af Bjarke Ingels Group, 3XN/GXN, Rambøll, Rockwool, NYSERDA og Columbia Climate School.



NYC Climate Week, September 2023



Creative Denmark, i samarbejde med Bloxhub, DDC, DAC, RPA, deltog i NYC Climate Week-events, fokuserede på bæredygtige byer og grøn omstilling.



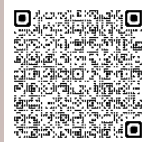
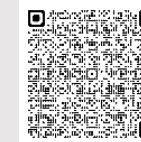
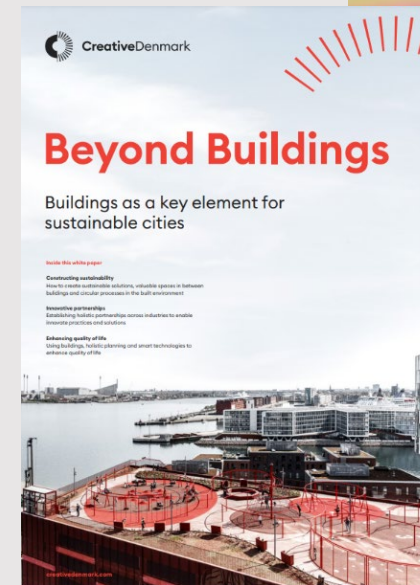
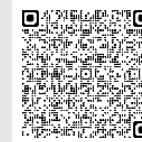
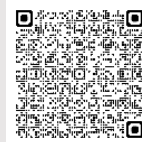
Sustainability Summit NYC, September 2023



Partner på platformen Sustainability Summit og brandingpartner på eventen 'The How of decarbonizing cities' arrangeret af Urban Partners og Henning Larsen den 19. september.



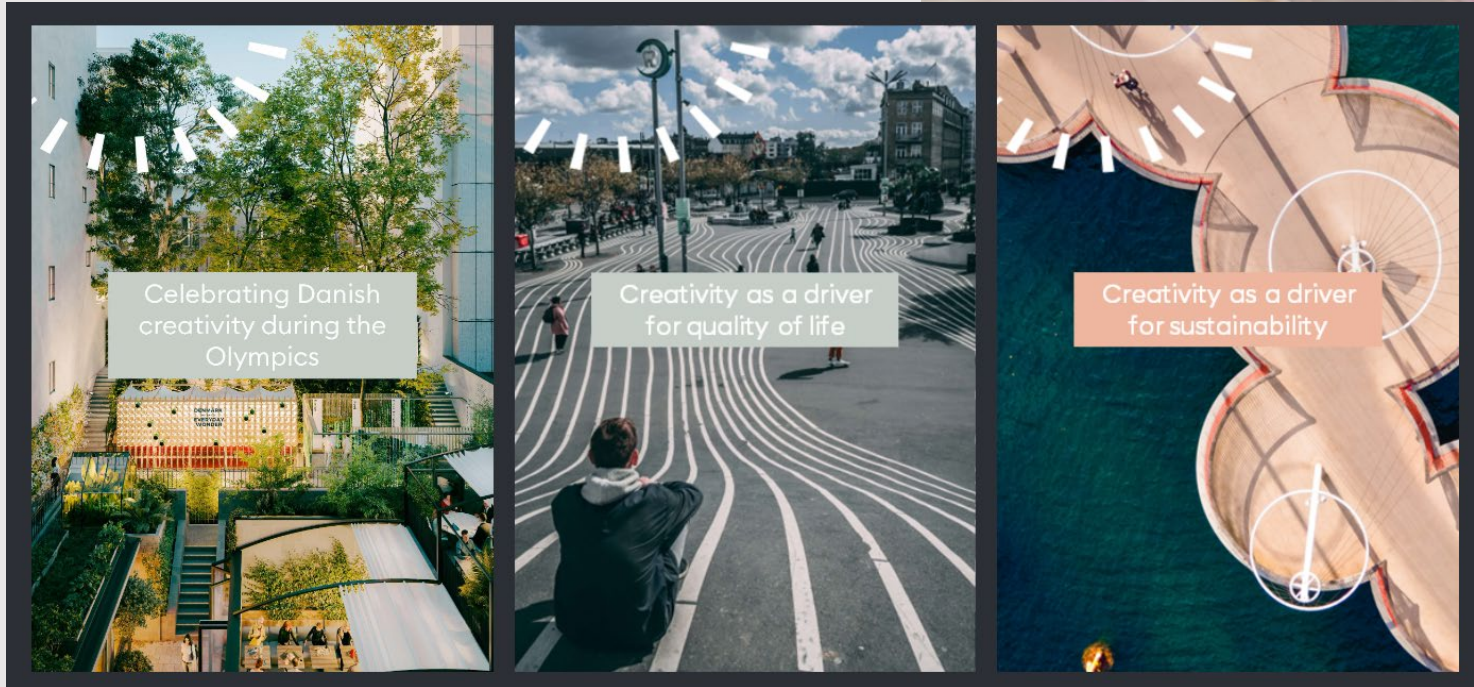
Publikationer



Lanceres smart



In Focus



Cases

Cases

Creative industries

Agendas



Produced By: Creativity and a fight against climate changes

Sustainability



Henning Larsen: Urban Mind – creating inclusive cities

Innovation

Quality of life

Sustainability



Dissing+Weitling: Embracing bicycles in urban planning and building

Quality of life

Sustainability



Kvik: Catering to current and future needs

Quality of life

Sustainability



LAKRIDS BY BÜLOW: Tasteful design

Innovation

Sustainability



UMAGE: Multifunctional & flexible

Quality of life

Sustainability

Kontakter

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Kristin Holme
Head of Partnerships

Architecture, Communication design, Strategic/industrial design

kho@creativedenmark.com

+45 61 27 63 72



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Trade Council, v/Jesper Dahlstrøm, Team Leader

Mork & Partners, v/Peter Mørk, CEO



JAKOB NORMAN-HANSEN
DIRECTOR, GLOBAL NETWORKS & PARTNERSHIPS (JNH@BLOXHUB.ORG)



AN URBAN INNOVATION HUB



Our ecosystem is a powerful asset that gains strength through collaboration. By pooling the resources and expertise, we tap into a collective intelligence that drives innovation and fosters greater impact.



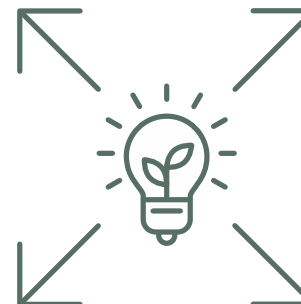
Encourage Look beyond

We encourage our members to collectively frame the future by creating positive, proactive narratives about sustainable urbanization.



Engage Collaborate on future scenarios

We engage members to expand their perspectives through cross-disciplinary activities centered on achieving goals that no individual member could accomplish alone.



Enlarge Empower the eco -system

We enlarge opportunities for members by actively engaging with several stakeholders in the ecosystem, establishing scalable pathways for accessing new markets.

BLOXHUB ECOSYSTEM: MATCH & VALIDATION



☆ Members 350+

Examples



☆ Partners 40+

Examples



☆ Networks 40+

Examples



Scouting



Scouting

Curation

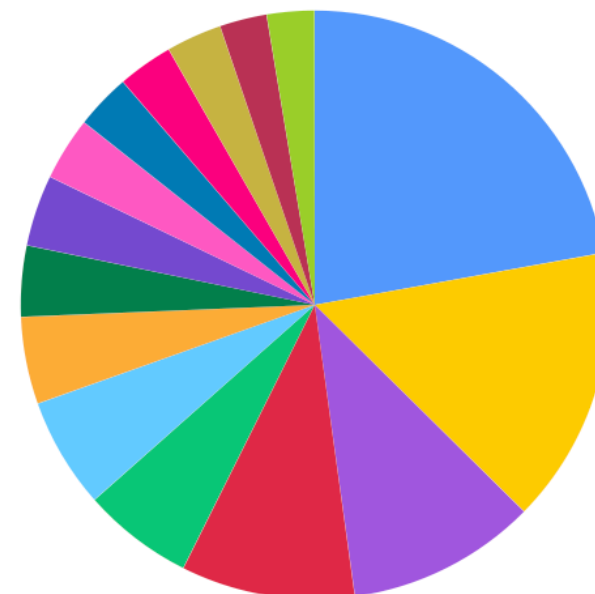


Validated matches

FROM INBOUND...



Delegationsbesøg fordelt på lande

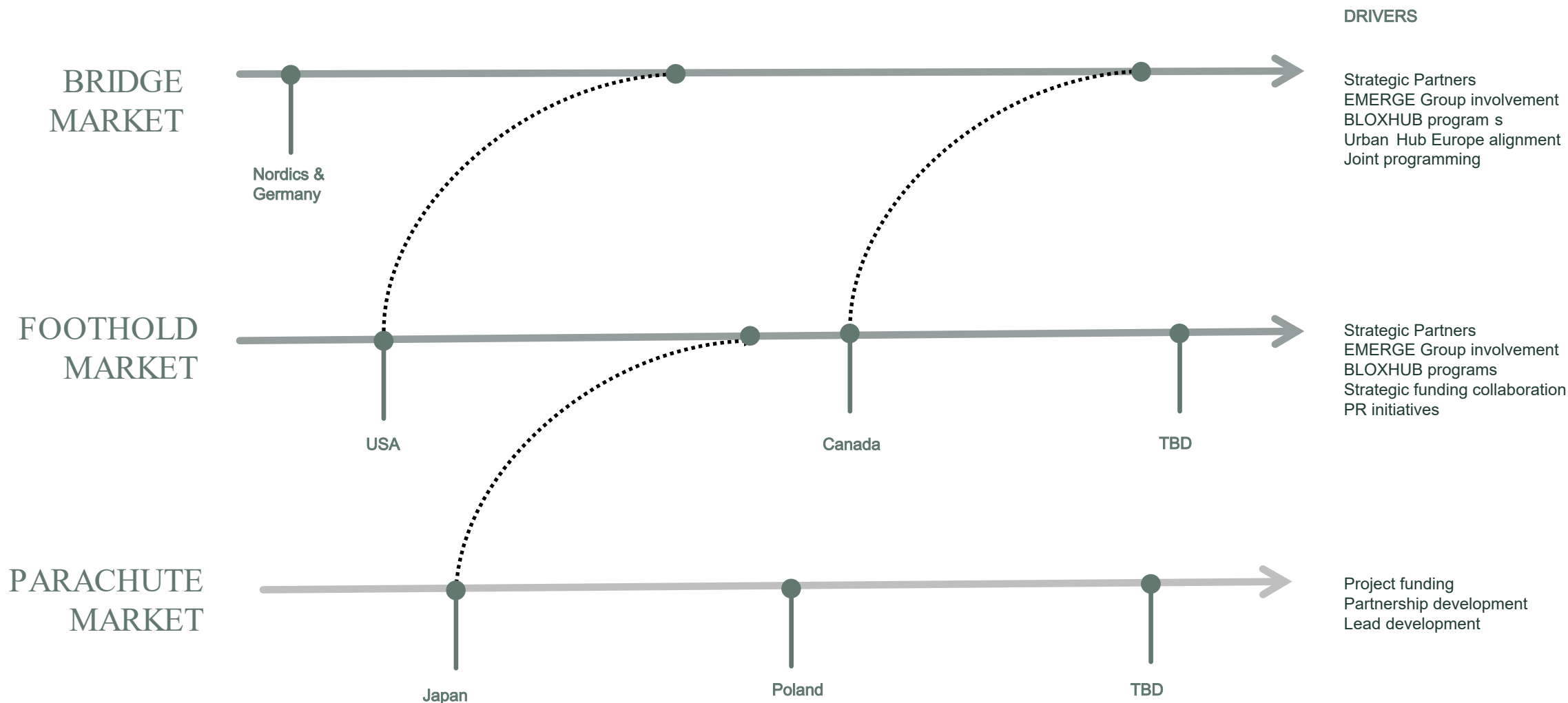


-  Germany: 51
-  Japan: 35
-  United Sta...: 24
-  Sweden: 22
-  Netherlands: 14
-  France: 14



TO OUTBOUND

BLOXHUB MARKETS





B
R
U
S

P

ALLE DAGE
00.00 - 24.00

VELKOMMEN
TIL KEA



kea

Bar

RUDO

BEST

ORGANIC
BEER
SPRITZ
PIZZA

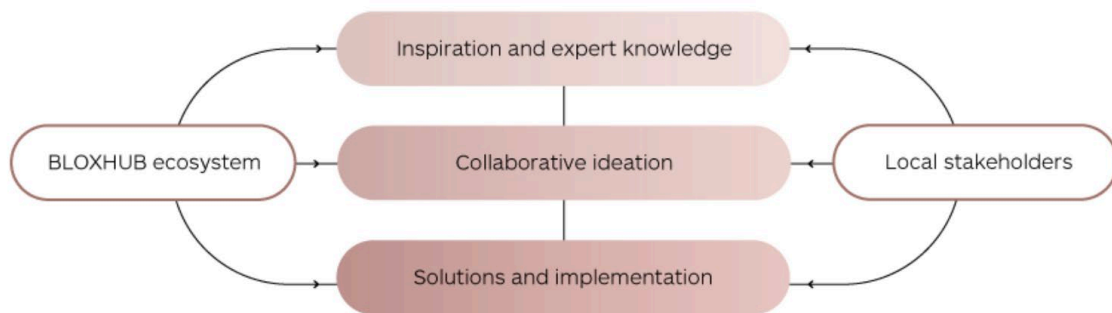
Med vin og specialiteter

Minskelle



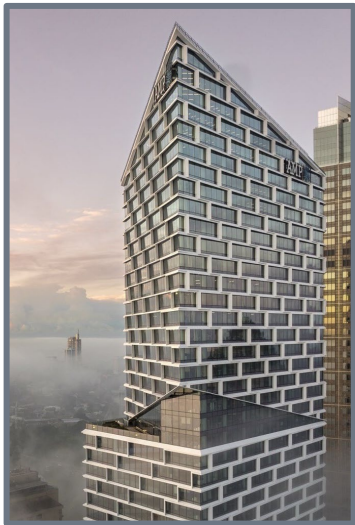
TACOMA CASE

“Feet on the street” Vitalizing the city center



BLOXHUB COLLABORATION WITH JAPAN

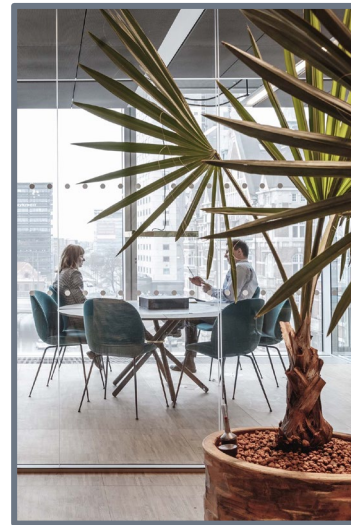
Sustainable
construction



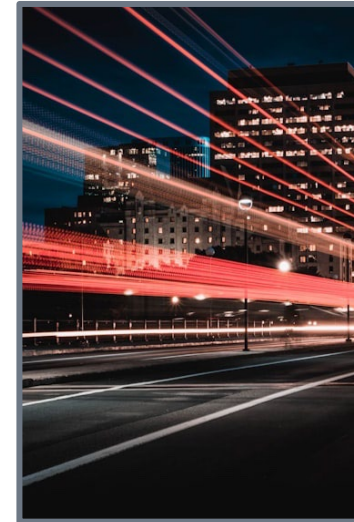
Co-creating
livable futures



Urban hub
development



Public -private
collaboration on
walkable cities



Impact through
member
activation

 Smart City Insights

DDC
Danish Design Center

**Henning
Larsen** — **3XN**

NAVA
NORDIC ASIAN
VENTURE ALLIANCE







CONTACT US!



JAKOB NORMAN-HANSEN

HEAD OF GLOBAL NETWORKS (JNH@BLOXHUB.ORG)



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Trade Council, v/Jesper Dahlstrøm, Team Leader

Mork & Partners, v/Peter Mørk, CEO

State of Green

Become part of

Denmark's green brand

Presenter: Gry Klitmose Holm, Head of Tours, Buildings & Cities, State of Green



Connect. Inspire. Share. Think Denmark



What is State of Green

State of Green is a not-for-profit, public-private partnership from Denmark founded in 2008

State of Green seeks to stimulate debate, spur partnerships and inspire others

We facilitate relations with international stakeholders and match you with the relevant partners and investors seeking solutions within the areas of energy, water, circular economy and cities

Our website, stateofgreen.com, serves as a one-point entry for international stakeholders seeking green solutions

Public-private partnership

Public

Private

Government

Business organisations

Strategic partners

Associate partners



How we create value

Who we work with



Public decision-makers

Private decision-makers



What we do



Connect decision-makers

Inspire change

Facilitate relations

Share insights

How we do it



Inspire

Branding, communication, marketing & press-related activities

Engage

International and national (online & in-person), expos, conferences, round table

Connect

Delegation visits, partnerships, workshops

Denmark's green display

+10
Sectors

+60,000
Monthly
website visits

+600
Partners

1,706
Sustainable
solutions



House of Green



Small organisation. Big ambitions

State of Green shares Danish know-how via publications, digital showcases, at international conferences, by welcoming delegations, and through media engagements. With an active voice and an international presence, we hope that others will learn from Denmark's green transition.

Main tools

Network anchor of
the green Denmark

Tours,
delegations,
international
events

Promotion through
news, platforms
and presence

Toolbox, immersive
technologies,
and other digital
tools



Green events – internationally and nationally

Every year, we plan and participate in a number of international events. Here we facilitate discussions and dialogues in the most important aspects of the global green transition.

Chosen international events

UNFCCC Climate Conference

New York Climate Week

Wind Europe Annual Event

Export promotion with The Royal Family



White papers for a green transition



Sound of Green:

Interested in learning more about the Danish approach to green transition?



LISTEN



The podcast 'Sound of Green'

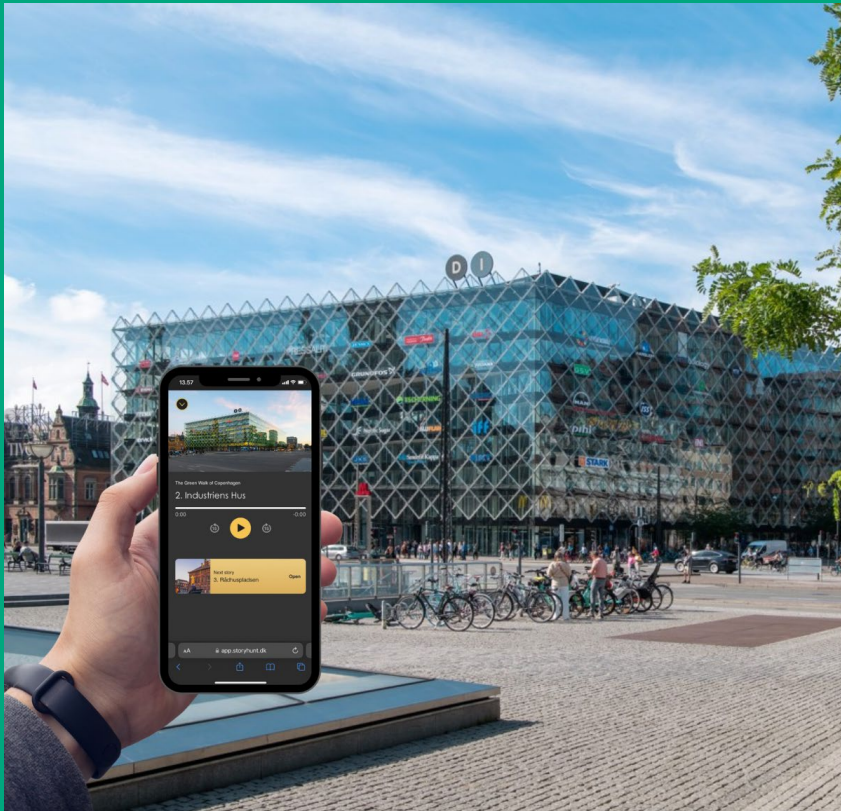
Sound of Green offers insights and perspective on the green global challenges and promotes sustainable development the Danish way.



Listen to State of Green's podcast [here](#)

Green Walk: Discover Copenhagen's green buildings and Denmark's climate ambitions

While in Copenhagen, seize the opportunity to do some green sightseeing with State of Green.



DISCOVER



The interactive audiowalk 'Green Walk'

'Green Walk' takes you around inner Copenhagen presenting energy efficient buildings and the climate ambitions driving the Danish green transition.

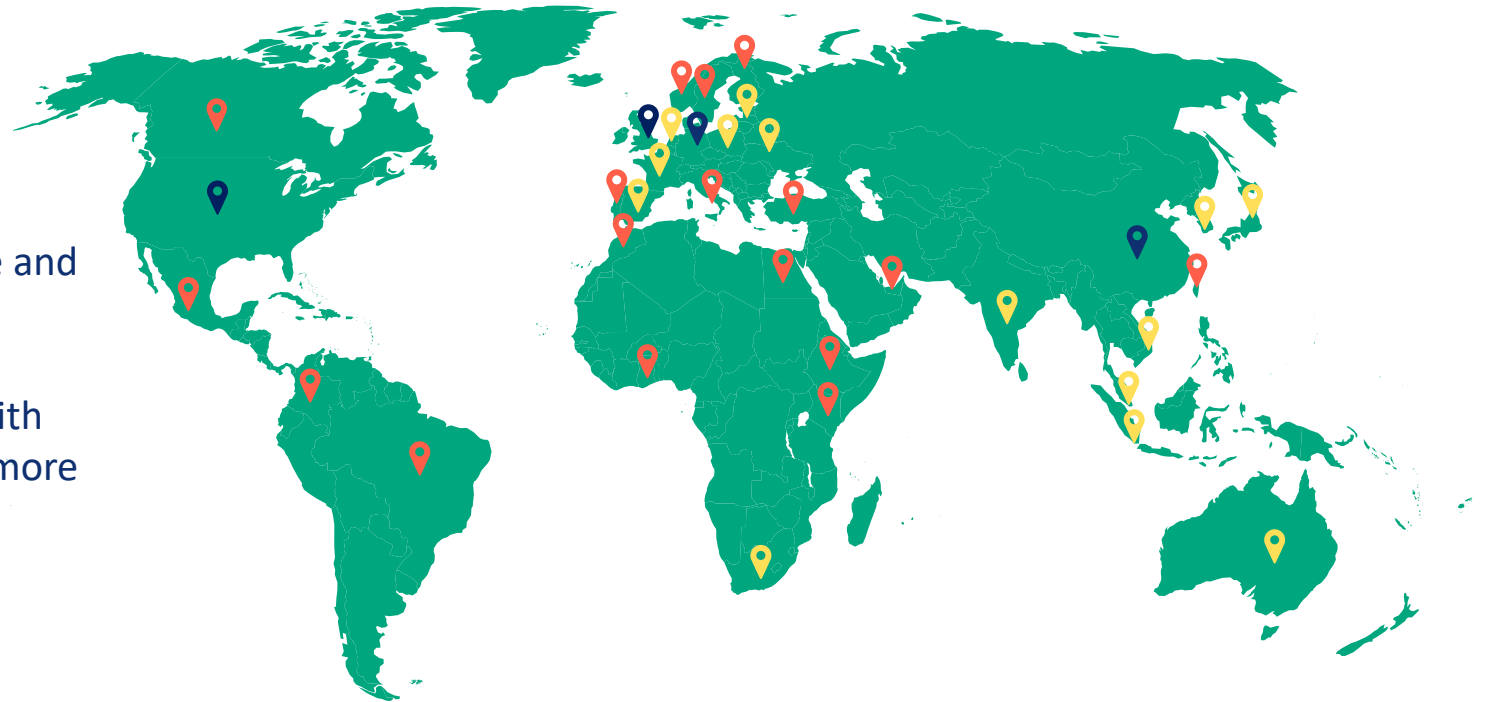


Listen to the audiowalk
and try the **'Green Walk'**

Market focus

To focus our work, we have chosen to categorise and prioritise key local markets.

We work with tier 1, 2 and 3 markets as well as “other markets”. Tier 1 markets are prioritised with the most with proactive actions whilst we work more reactively with tier 3 markets.



TIER 1 MARKETS

4 countries

USA, Germany, United Kingdom, China

TIER 2 MARKETS

15 countries

India, Poland, Netherlands, Australia, South Korea, South Africa, Ukraine, Japan, Spain, France, Belgium, Vietnam, the Baltics, Indonesia, Singapore Kenya,

TIER 3 MARKETS

19 countries

Italy, Sweden, Canada, Mexico, Norway, Brazil, Turkey, UAE, Portugal, Colombia, Morocco, Egypt, Finland, Taiwan, Ethiopia, Ghana.



International reach



+ 4.000

Downloads of publications this year

As a partner at State of Green you get the opportunity to be included in publications, as white papers and case catalogues that reach thousands of international stakeholders.

+100

Media assisted every year

We market Danish green solutions and competencies internationally through press delegations with international journalists and by assisting international media.

+24.500

International subscribers on our weekly newsletter

State of Green seeks to stimulate debate, spur partnerships and inspire others

+32.000

Followers on Social Media

Through campaign efforts on our social media we promote Danish green competencies to more than 32.000 international followers.

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UDENRIGSMINISTERIET

Ministry of Foreign affairs of Denmark

The Trade Council

ARK september 2024 - Jesper Dahlstrøm, Global lead for water & environment export team

Trade council

Mission

To work globally for Danish interests and values, by utilizing economic diplomacy for creating strategic and mutually beneficial relationships and cooperations.



**Minister of Foreign Affairs of Denmark,
Lars Løkke Rasmussen**

Ministry SECTOR Advisory Team

Green Cities & Urban Development

- ***Access to market stakeholders (GPA)***
- ***17 advisors globally***
- ***Focus markets: Sweden, Norway, Finland, Poland, Canada, Australia.***
- ***Sounding Board establishment of 2024***



UDENRIGSMINISTERIET

Sweden

Green build and Urban solutions

School building and renovation – Intelligent buildings – big scale solutions for renovations - energy efficiency – climate adaptation – smart cities – Urban expansion

Autumn 2024:

- **3 October 2024** – “Helhetslösningar til järla”. Workshop w. NREP, Stockholm Stad, Stena Fastigheter and Nordiq Group for marginalized residential area, Rinkeby.
- **8 October 2024** – Nordic Forum for Circular Solutions. Workshop w. developers, municipals, contractors, architects.
- **5 – 6 November 2024** – Delegation of city developers from Göteborg to Aarhus, city climate adaptation
- **14 – 15 November 2024** – school developers meeting on best practice in the Nordics.

Strategic partnership 2025:

- Access to local authorities, stakeholders, order takers
- 1:1 meetings with developers and project owners
- Co-hosting of events with with the embassy
- Speaker role at events, conferences and delegation trips





UDENRIGSMINISTERIET

CANADA

Danish Sustainable Cities Consortium

The Consortium's mission is to system export Danish solutions across the value chain to enable profitable and scalable transformations of the built environment.

The Consortium aims to establish public-private partnerships between Canadian and Danish stakeholders to advance sustainable real estate projects, including new developments and the retrofitting and refurbishment of existing assets.

Our objective is to establish a flagship project in Toronto to exemplify the partnership model and scale globally. Partnerships with local commercial banks and public-private actors in Canada to engage in projects with EIFO-financing and requirements of Danish content.



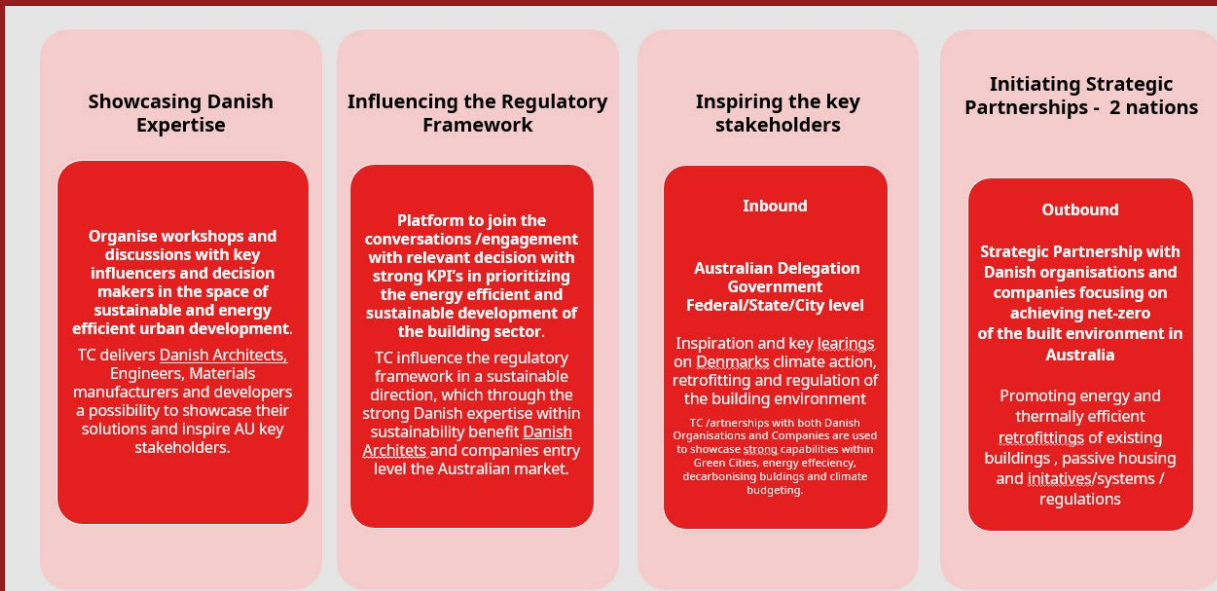


UDENRIGSMINISTERIET

Australia

Sustainable development of the Australian Building Sector

- Denmark-Australia strategic partnership agreement acting as foundation for positioning Danish companies as preferred partners
- Mainly aimed at retrofitting critical existing building mass (especially Melbourne, Victoria)
- Federal, state, and city level engagement with Trade Council
- Learnings from Denmark on climate action, retrofitting and regulation of the building environment



Hvordan sikres og styrkes fremgangen for arkitektureksporten? v/samarbejdspartnerne:

Creative Denmark, v/Majken Kalhave, CEO,

BLOXHUB, v/Jakob Norman-Hansen, Director, Global Networks & Partnerships

State of Green, v/Gry Klitmose Holm, Head of Tours (Buildings & Cities),

Trade Council, v/Jesper Dahlstrøm, Team Leader

Mork & Partners, v/Peter Mørk, CEO



Internationaliseringsseminar
11. september 2024

Mork & Partners

- Specialiseret i forretningsudvikling for arkitektvirksomheder
- Realisere internationale ambitioner gennem strategisk rådgivning, markedsanalyse og praktisk implementering der er skræddersyet til hver enkelt virksomheds behov og mål
- Vi er med hele vejen – fra strategi, udvælge markeder til den daglige implementering og facilitering
- Startede i 2011 - 15 år ude for UM (Norge, UK, Canada og Nordamerika)

Hvordan arbejder vi på eksport



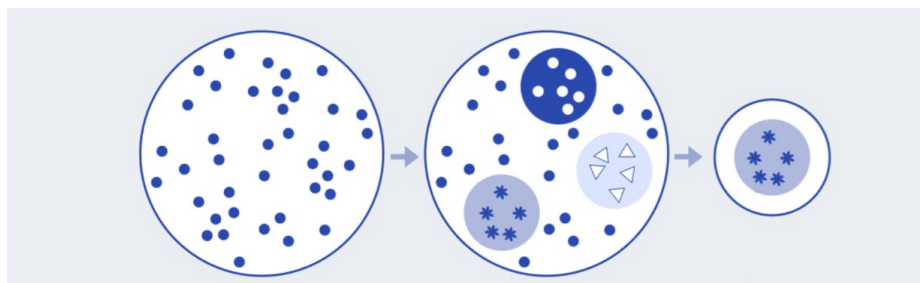
- Vi arbejder med individuelle virksomheder
- Sammensætning med andre arkitekter som komplementerer
- Fælles initiativer med Creative Denmark, Trade Council, Bloxhub, State of Green, UM

Kompetencer og målsætning

- Tænk i hvad det er der gør din virksomhed interessant
- Hvilke kernekompetencer har I?
- Hvilke referencer har I?
- Hvad er årsagen til I vil internationalt?
- Hvad har I af interne kompetencer og ressourcer?
- Hvad er realistisk at opnå internationalt?

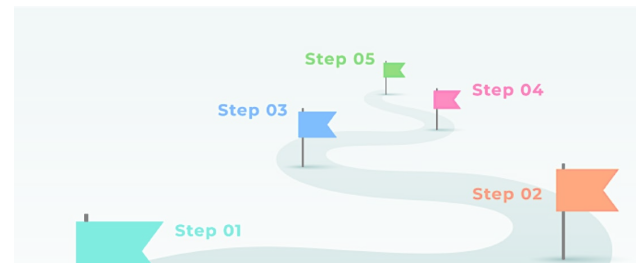


Markeds- og segment beslutning



- Hvilket segmenter skal vi fokusere på?
- Hvilken tilgang?
- Konkurrencer eller ikke konkurrencer
- Bearbejdning af geografisk marked direkte (udviklere og partnerskaber med lokale komplementære arkitekter)
- Bearbejdning af internationalt segment orienteret marked
 - Fx niche på meget højt design niveau eller branche niveau (biblioteker, cirkulær økonomi, laboratorier)
- Nærhed, politiske og økonomiske forhold = prioritering

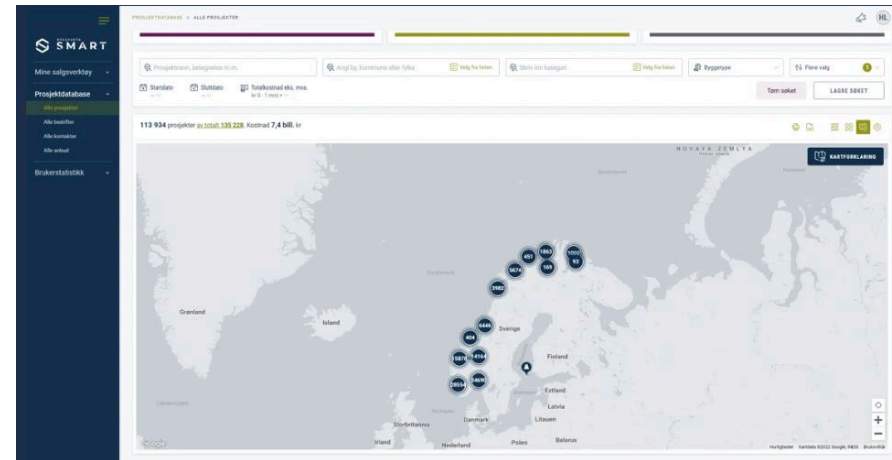
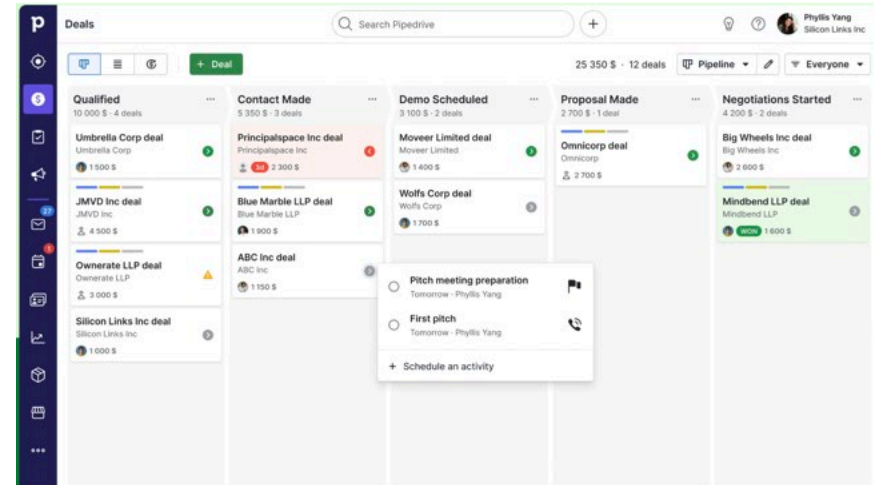
Plan og strategi



- Hvordan angriber vi markederne så vi adskiller os?
- Hvor ofte besøger vi markederne/segmenterne?
- Er der nogle andre metoder vi kan bruge for at komme ud med vores viden (synlighed, netværk, foredrag, events, kommunikation)?

Afsøgning

- Listning af målgrupper på markederne/segmenterne
 - Både kunder, medier, lokale arkitekter og ingeniører, events, stakeholders
- Konkurrenter



Afslutningsvis

- Der er stor forskel på om man kommer ind på markedet via konkurrencer og/eller opbygning af netværk
- Konkurrence → vigtigt at bygge netværk op sideløbende
- Tænk det som: opstart af ny virksomhed et andet sted – det tager tid, men er du inde og holder momentum bliver du inde
- Strategisk samarbejde med Danske Ark om internationalisering

Next step(s)

Netværk/networking