



DENMARK IN THE USA

THE EMBASSY OF DENMARK , WASHINGTON, DC

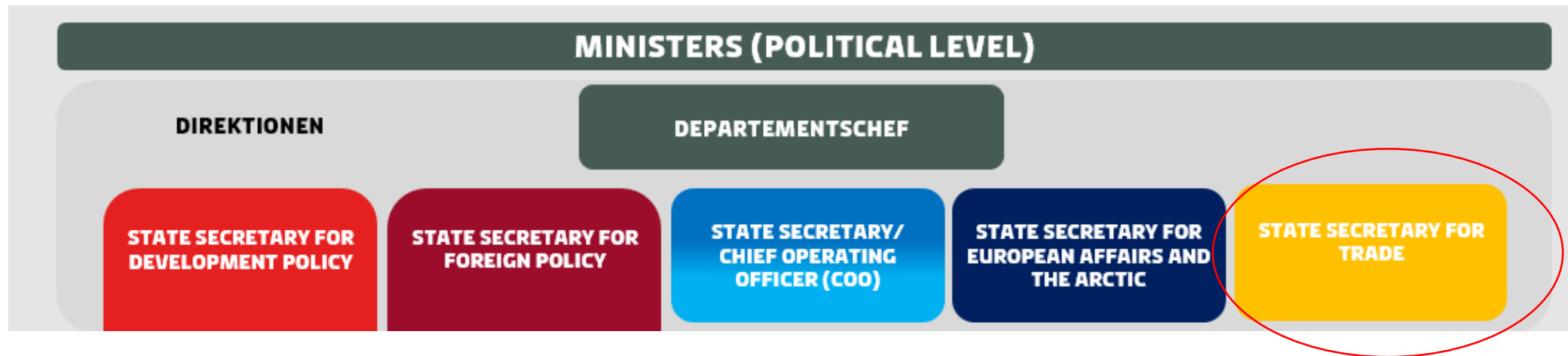
**ELIZABETH DEMPSEY BECKER
COUNSELOR & SENIOR ADVISOR**





UDENRIGSMINISTERIET
*Ministry of Foreign Affairs
of Denmark*

MINISTRY OF FOREIGN AFFAIRS – TRADE AN INTEGRATED FUNCTION



The **Trade Council** is part of the Ministry of Foreign Affairs of Denmark and assists Danish companies to realize their ambitions within export, innovation, growth and investment.



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THE DANISH EMBASSY

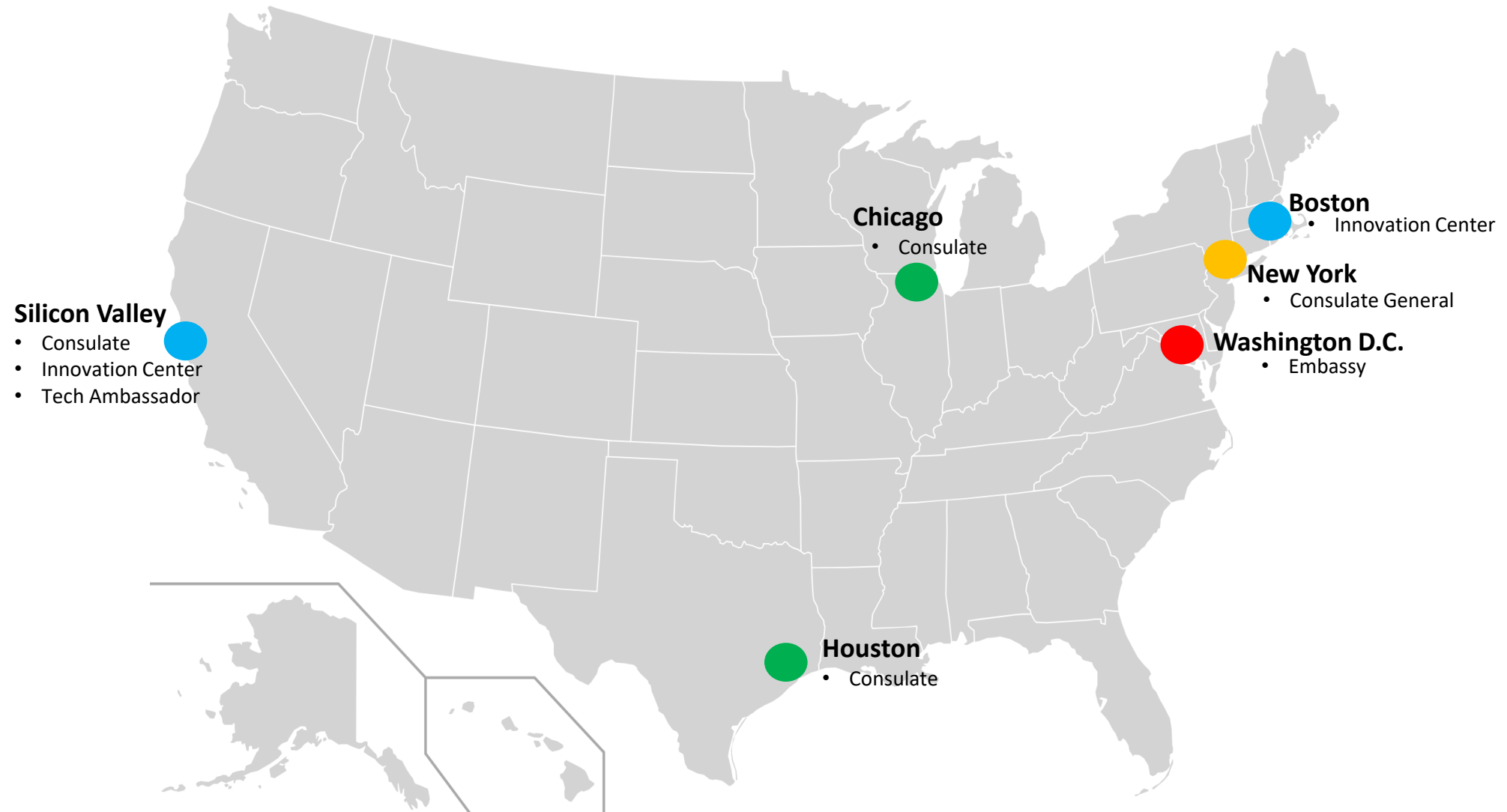
- Ambassador Lone Wisborg & Management
- Administrative and Consular Affairs
- Political, Security and Development
- Defense
- Economic Diplomacy
- Trade & Commerce
- Press & Culture





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DENMARK IN THE USA





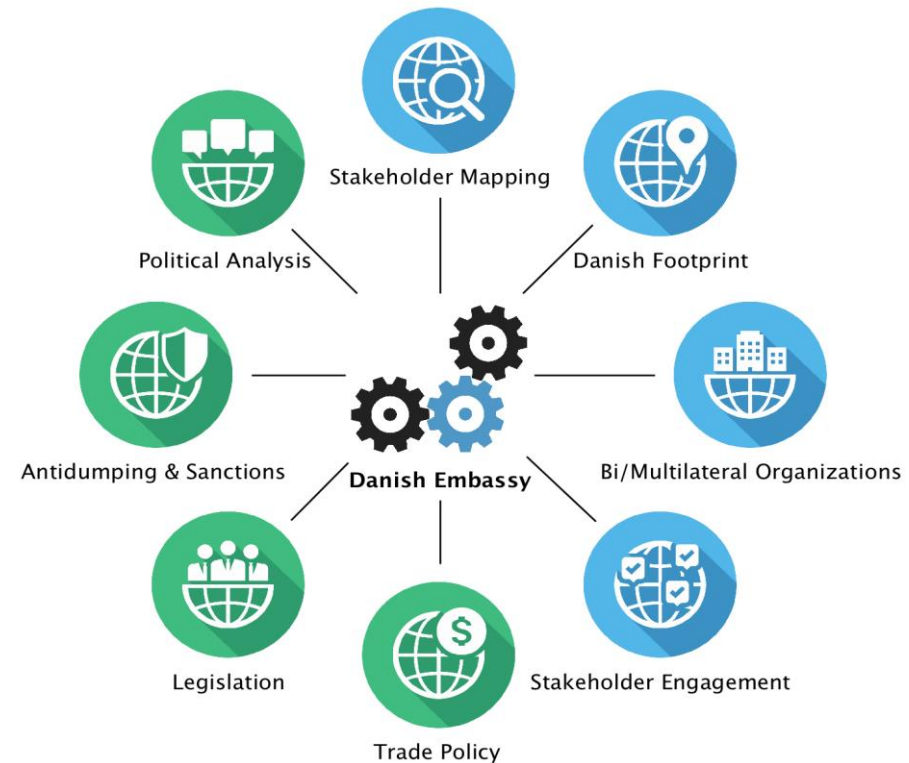
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DANISH GOVERNMENT'S STRATEGY FOR ECONOMIC DIPLOMACY

**CREATE
ACCESS**

**GROW THE
POTENTIAL**

**ENGAGE THE
FUTURE**





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TRADE COUNCIL AND **ECONOMIC DIPLOMACY**

**CREATE
ACCESS**

**GROW THE
POTENTIAL**

**ENGAGE THE
FUTURE**



Market analysis



Export promotion



Government & Public Affairs



Innovation



Marketing



Trade policy



Investment promotion



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KEY SECTORS IN THE USA

Health & Life Science



Renewable Energy



Environment



Tech & ICT



Food & Ag



Defense





PUBLIC AFFAIRS

- Venue/platform for dialogue
Discuss policy, address access issues, ask questions/seek answers
- Official visits
State & Royal visits. Ministers and delegations
- Regulatory Affairs
Analysis, stakeholder-mapping, seminars
- Trade & business issues
Tax reform. Buy American/Invest in USA. Immigration
- Networking
Think tanks, international institutions, academia, NGOs



BRANDING

- Issue Awareness
Danish knowledge & expertise. New/latest developments
- Profiling the organization
 - Programs & initiatives. Partnerships. Leadership.
 - Company/sponsored events, scientific/technical meetings
 - Host discussions with KOLs, partners, potential collaborators
 - Sites in USA, employee engagement
 - PR/Social media platform - Shared initiatives. Re-posting/tweeting
- EU & Danish government events
Open to public or invitation-only



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SUSTAINABLE DEVELOPMENT GOALS





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QUESTIONS?

Elizabeth Dempsey Becker
Counselor & Senior Advisor
Embassy of Denmark
Washington, DC, USA
elibec@um.dk
202-797-5310