

SAVE THE DATE



DANISH ROYAL VISIT TO SOUTH KOREA

20-22 MAY 2019



TRH the Crown Prince Couple of Denmark will visit South Korea in May 2019

Celebrating the 60 years anniversary of diplomatic relations between Denmark and South Korea. The Crown Prince Couple will lead a business delegation from 20 to 22 May, and your company is invited to join.

The trade promotion program will include a number of specific sector activities tailor-made for the business delegation. And as part of the celebration of the cultural year for Denmark and South Korea, the program will be flavoured with a variety of the very best of Danish culture.

The delegation will be accompanied by relevant Danish Ministers.



EMBASSY OF DENMARK



Confederation of Danish Industry



Danish Agriculture
& Food Council

DANSK
ERHVERV
Danish Chamber of Commerce

DANISH
EXPORT
ASSOCIATION

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SECTOR FOCUS AND DESTINATION

Sustainability, Healthcare and Food & Lifestyle will be the main drivers of the commercial activities, seminars and events held during the visit. The final programme may be adjusted according to the overall profile and interests of the delegation. Companies operating within other sectors are welcome to participate and to join relevant activities. The programme will take place in Seoul.

SECTORS

SUSTAINABILITY

Energy efficiency, renewable energy, smart cities/grids and environmental technologies.

HEALTHCARE

Pharmaceuticals, medical devices, welfare technologies, health services and e-health.

FOOD & LIFESTYLE

Quality food, beverages and gastronomy. Lifestyle products, furniture, interior design.

TRADE RELATIONS BETWEEN THE TWO COUNTRIES

South Korea is the world's 11th largest economy (no. 4 in Asia) and an important market for Danish companies. Exports of goods and services from Denmark have seen very positive developments since the EU-South Korea FTA in 2011. Potential for further growth remains high and the tech-savvy South Korean companies and quality-obsessed consumers have a growing appetite for more Danish products and services.

This visit represents a unique opportunity and platform to promote advanced Danish technologies, solutions and products as well as cultivating important relations, support existing and new market opportunities and engage in valuable networking.

CONTACT

The planning of the visit is moving ahead at a rapid pace, therefore, prompt feedback is recommended. If you would like to express your interest in participating, please direct your response towards your business organization or the Embassy of Denmark in Seoul. Questions are welcome.

Kind regards,

The organising team

**Trade Council of Denmark
South Korea/Danish Embassy
Seoul**

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TENTATIVE PROGRAMME ELEMENTS

MONDAY MAY 20TH

Arrival in Seoul

Briefing of the Danish Business
Delegation

Informal networking dinner
with high-level participation

TUESDAY MAY 21ST

Official opening

Sector seminars /
sector specific activities

Business lunch

Meeting place /
sector specific activities

Grand Dinner

WEDNESDAY MAY 22ND

Sector specific site visits

Individual sector specific activities

De-briefing of the Danish
Business Delegation

Opening of cultural exhibition,
networking reception and
performance

PARTICIPATION AND DEADLINE

Kindly indicate your interest in
joining the business delegation
at your earliest convenience.
For more information, please
contact the organising team.