



Confederation of Danish Industry

Bjarne Palstrøm



MENA



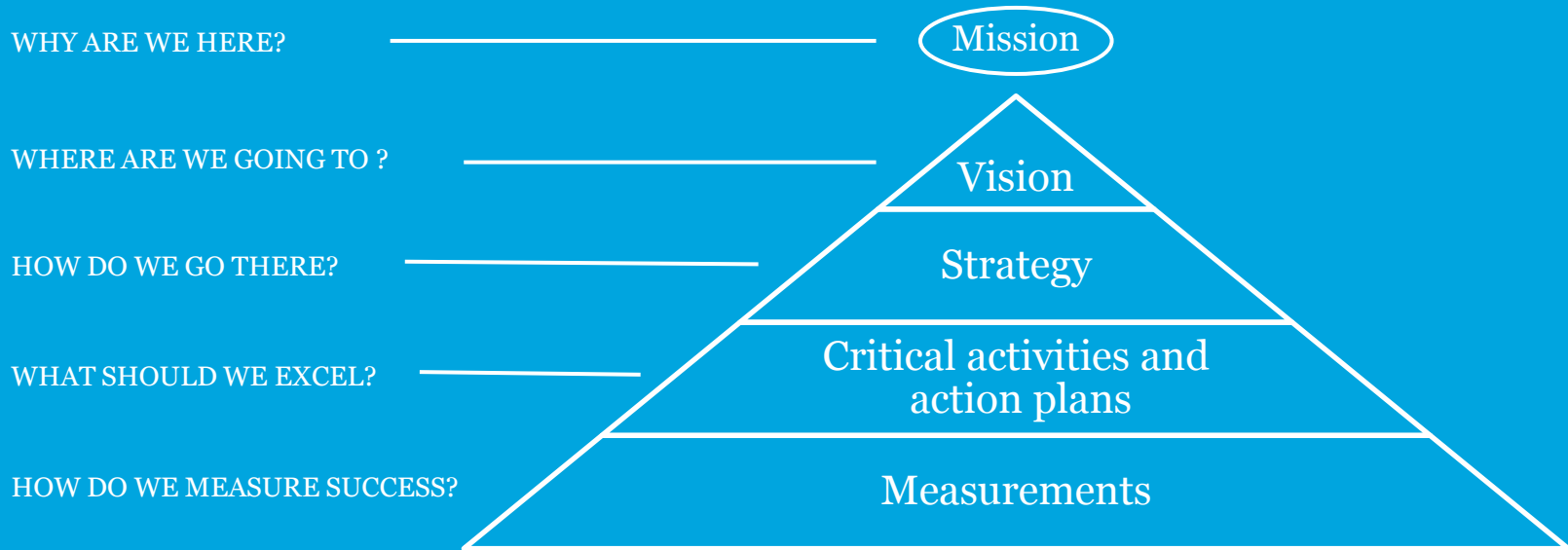
# DI Vision, mission, strategy, and financial structure

Bjarne Palstrøm, Director

# Welcome



# The Strategy Process



# DI's 10,000 member companies

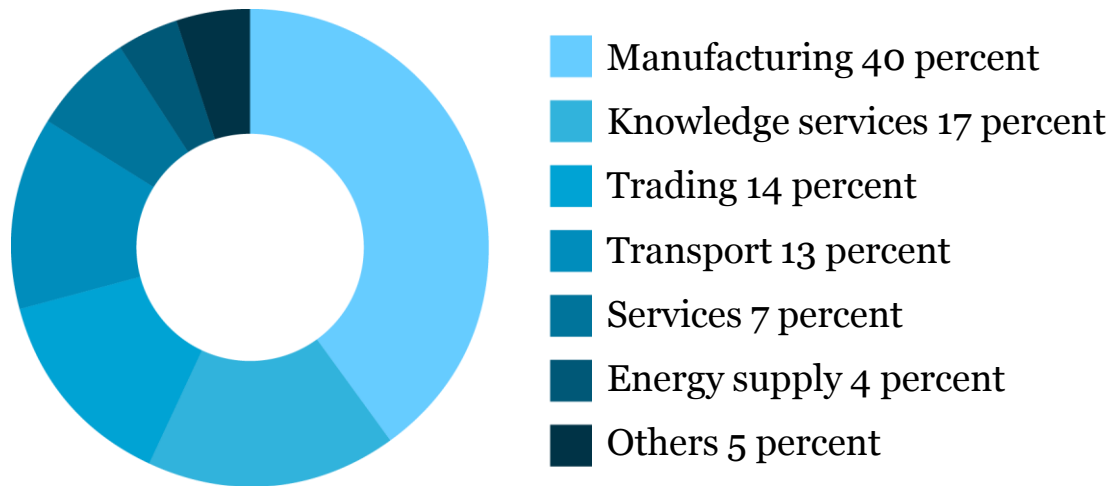


- 1,2 million employees - 50 pct. in Denmark, 50 pct. outside Denmark
- Exporters and globalized enterprises
- Danish affiliates of global enterprises
- Suppliers to the two mentioned above

# *Broad range of* **members**

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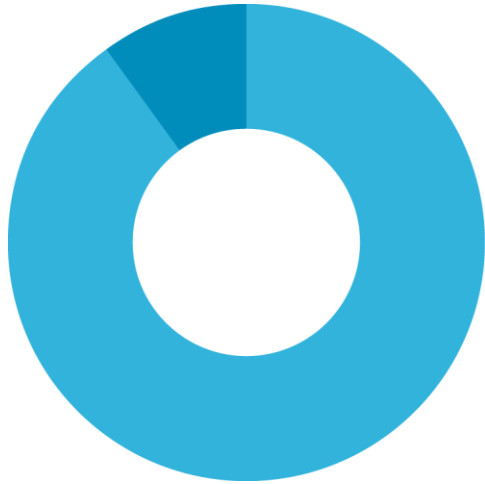
## **Membership** by industry sector



# Small and big companies *with much in common*

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## Employees totals in member companies



- 90 percent less than 100 employees
- 10 percent more than 100 employees



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## DI's mission

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*Our mission is to help companies win.*

*When companies in Denmark win,  
Denmark wins too.*

# *Danish industry's largest organisation*



**DI. Because Denmark has to win**



# Council vs. ordinary firms

- You have members - and not customers
- You fulfil common interests of many companies - and not individuals
- You have objectives that goes beyond the individual company
- You work for long-term relationships
  - between members
  - between the council and its members
  - between the council and the government, its administration and the press.
- Clear separation between members and non-members

# Policy advocacy and business services



For a business association policy advocacy and business services are on the two sides of the same coin.

Policy advocacy is the leading side of the coin of the business association.

Business services should be organized in a way that it supports policy advocacy as it helps members to utilize new legislation and opportunities – and it supports policy advocacy with knowledge about members and their way of creating competitiveness.

## DI's vision

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*DI's vision is an open and prosperous society that features both growth and balance.*

*The result of which recognises Denmark as the world's most attractive country for business to work in and from.*

# Key Challenges for DI, #1

1. DI is heavily in medias everyday – none can remember us
  - We are simply big and boring!
2. DI is so big and has too many member services – all services get the same priority in terms of resource allocation
  - The valuable services are hidden among many other types of services
  - DI staff can start new services without internal coordination and mapping of member needs.
3. No measureable goals and targets
  - DI is managed on fiscal statements and gut feeling
  - Members have no ideas when DI is a success.

# Key Challenges for DI, #2

4. Some of our big globalized members are about to forget Denmark and thus DI
  - Critical to legitimacy – partly income – but serious for DI brand
5. Outreach to broader groups in the society
  - If we shall have a stronger influence on government, we need to build alliances with others
6. Increase professionalism in DI
  - Efficiency
  - More informal dialog – use modern technology
  - More internal cooperation in DI

## DI's strategy

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1. *Make a sharper profile of DI*
2. *Prioritize our core activities and define measurable goals*
3. *Make systematic measurements and follow up on the vision and mission*
4. *Strengthen DI's international activities*
5. *Strengthen the relevance and quality of DI services and networks.*

## DI's major critical activities

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- 1. Make a general framework for measuring and reporting on progress*
- 2. Create a political strategy*
- 3. Strengthen our communication efforts*
- 4. Strengthen the cooperation across DI within specific segments*
- 5. Strengthen our international activities*
- 6. Moving DI back to renewed headquarter*

## Reasons to be a **member of DI**



- Lobby and employers organisation
- Strong community of enterprises and leaders
- Service provider – solutions and new possibilities



# Financial structure

- Basic fee – covers many lobbying, many services and networks
- Additional fees – covers membership of additional member associations, individual services etc.
- Current basic fee is 0,27 pct. of total payroll in Denmark
- Minimum fee is 5100 DKK (approx. 1000 USD)
- Members report annually their payroll



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