



Confederation of Danish Industry

Sidsel Dyrholm Holst



SME work at DI



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Agenda

1. Policy advocacy for SMEs in DI – major themes
2. Policy advocacy in practice
3. Two cases of SME services in DI
4. Major challenges with the SME work
5. Questions and discussion

Policy advocacy for SMEs in DI

Major themes:

- Reduction of administrative burdens
- Better access to capital
- Relevant and demand-driven public business services
- Digitalisation
- Innovation – access to funds, co-operation with universities etc.



Policy advocacy in practice

- Analyses in our SME and Entrepreneurship panel
- Discussions in our SME Committee
- Articles and debate pieces in the press
- Meetings with politicians and civil servants
- Participation in hearing fora, committees and interest groups - established by the government or public agencies
- Hearing answers
- Conferences
- Study tour for civil servants
- Twitter – up and coming method



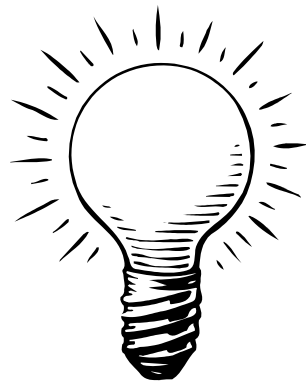
Two cases of SME services in DI

- Scheme for Entrepreneurs
- DI's Productivity Effort



Scheme for entrepreneurs

- First year of DI membership for free
- Access to all DI services
- Requirements:
 - Company must be max. 5 years old
 - Min. of two employees including the owner
 - Ambitions to grow



DI's Productivity Effort - 1

- A Productivity Panel with 20 member companies was established as a response to the Government's Productivity Commission
- The Productivity Panel met 6 times over a year to discuss possible solutions to increase the productivity of Danish companies
- The panel came up with recommendations to both politicians and fellow member companies
- The company based recommendations are being implemented by DI this year



DI's Productivity Effort - 2

- Online tools – scoreboards
- Ambassador Corp
- Taskforce on salary and work time
- Strategic network meetings at the companies



Major challenges with the SME work

- The target group has very limited time and resources
- Often the manager is also the owner and is responsible for both sales, production, innovation and administration
- Many other public and private programmes and offers for the SMEs
- SMEs lack overview of possibilities





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Questions & Discussions