

# Guide to **International** Offices



# Introduction to the **Guide**

(DI) has been helping its member companies achieve international success for decades. DI's International Business Development unit offers a number of business services to support companies' establishment in growth markets globally.

A number of our services are executed by our international offices, supporting member companies with select business services in their global endeavours.

This guide provides a brief overview of DI's international offices and the services they offer.



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# DI International **Business Development**

## Who we are

DI's business consultancy unit was founded in 1996 and currently have 80 employees in six countries. In contrast to most DI units, the business consultancy unit is one hundred per cent user financed. In our 18 years of business, we have executed more than 700 projects, aiding Danish firms in their endeavours in emerging markets.

## What we offer

Building on a thoroughly tested approach, we offer efficient market entry solutions on emerging markets. We offer counselling and great expertise within components such as market entry strategy, feasibility studies, business planning, and location analysis. Furthermore, through our international offices, we provide the Own Man In market start up solution, full administration and hotel discounts.

# São Paulo

## Brazil



### The office offers

#### Implementation services

- Fact finding tour
- Outsourced administration services
- Office space
- OMI

#### Consultant services

- Export and import data collection
- Market feasibility and location studies
- Recruitment
- Assistance with SISCOSERV law
- Visa assistance

# Shanghai

## China



### The office offers

#### Implementation services

- Office space
- OMI
- Outsourced administration services

#### Consultant services

- Partner search
- Market feasibility studies

# Mumbai

# India



## The office offers

### Implementation services

- Office space
- OMI
- Virtual representation
- Outsourced administration services
- Fact finding tour

### Consultant services

- Partner search and partner management
- Market feasibility and location studies
- Recruitment

# MOSCOW

# Russia



## The office offers

### Implementation services

- Outsourced administration services
- Office space
- OMI
- Fact finding tour

### Consultant services

- Partner search
- Market feasibility studies
- Recruitment



# Dar es-Salaam

# Tanzania



## The office offers

### Implementation services

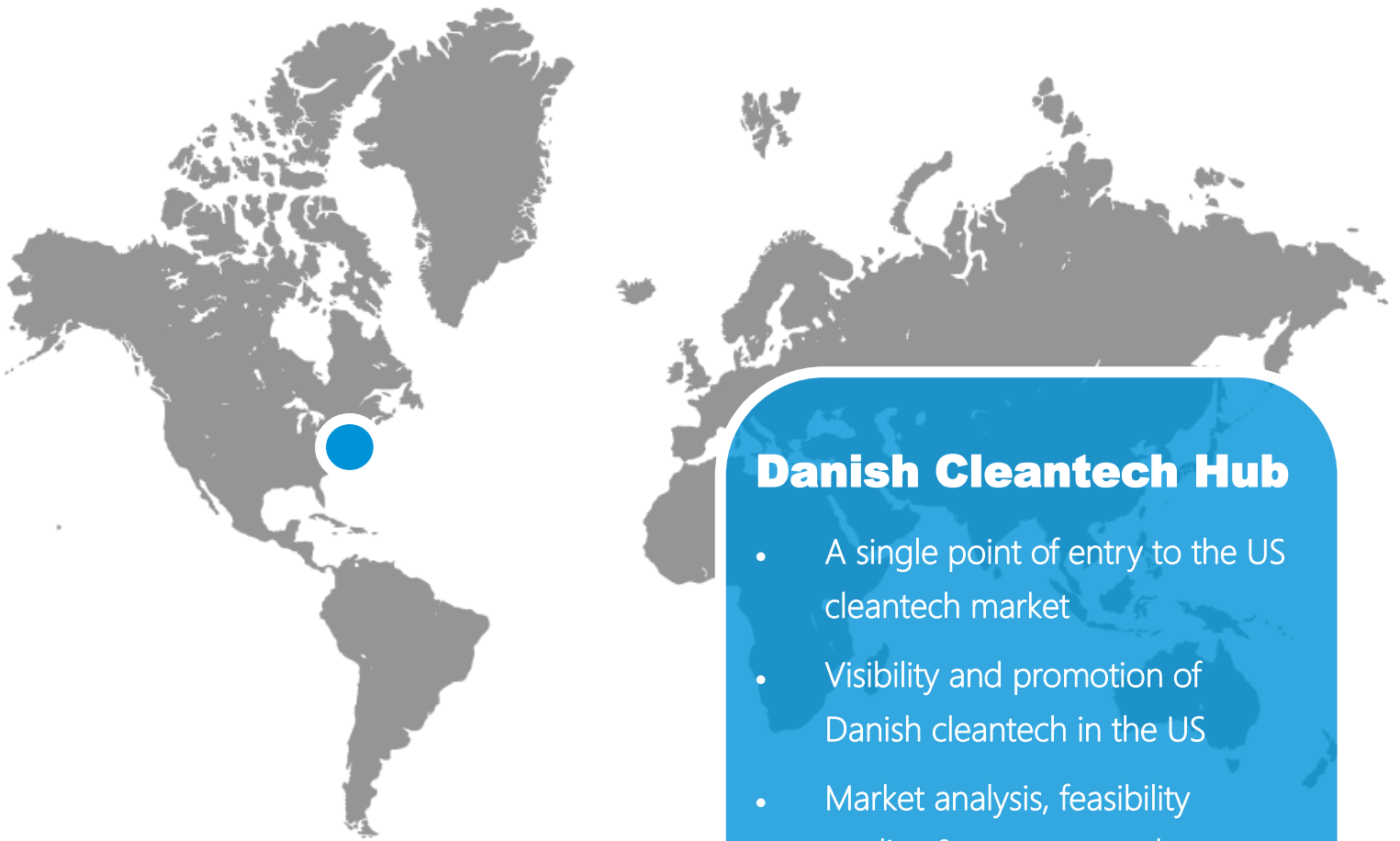
- Fact finding tour
- Importer and distributor searches
- Project development

### Consultant services

- Market feasibility studies
- Recruitment
- Visa assistance
- Policy advocacy

# New York

# USA



## The office offers

### Implementation services

- Office space
- Legal establishment and company registration
- Outsourced administration services
- Sales and virtual representation

### Danish Cleantech Hub

- A single point of entry to the US cleantech market
- Visibility and promotion of Danish cleantech in the US
- Market analysis, feasibility studies & partner search
- A strong, local network within the public and private sector within energy and cleantech
- Access to partners, clients, projects and public programs in New York

# Washington USA



## The office offers

Our office in Washington DC is specialised in political advocacy.

## Implementation services

- Public affairs
- Policy & regulatory advocacy

# Market Study

DI supports companies in their way into new markets by offering them the right foundation to make an informed decision. It is extremely important to do the homework properly as every market has its unique features that could differ from the conditions the company normally operates under. The strength of DI market analysis is the fact that it is made by the local offices with an In-depth knowledge of the markets in question.



# Partner Search

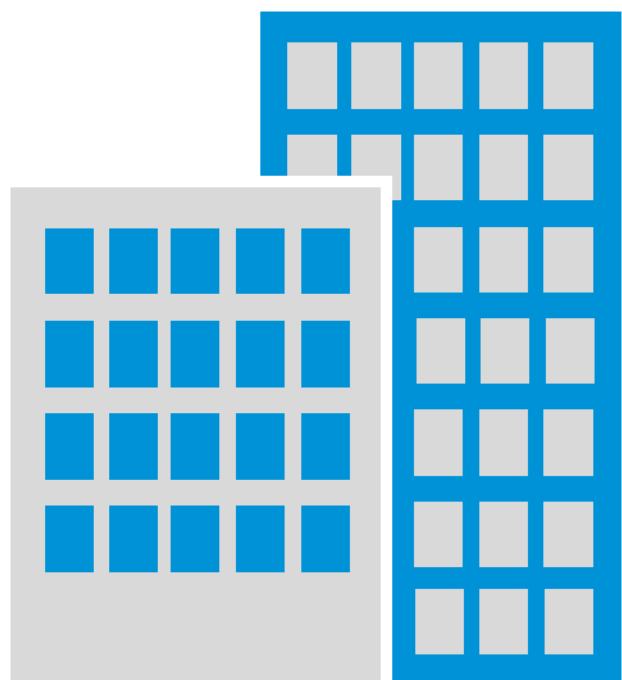
For many companies entering a new market often involves working with a local partner. Finding a partner that can be trusted and that has your company's best interests at heart can be a challenge, when you have little knowledge regarding the market mechanisms.

With our presence in several global markets DI can identify the right partner for the company's needs. DI has helped several companies find a partner that met the needs of both parties.



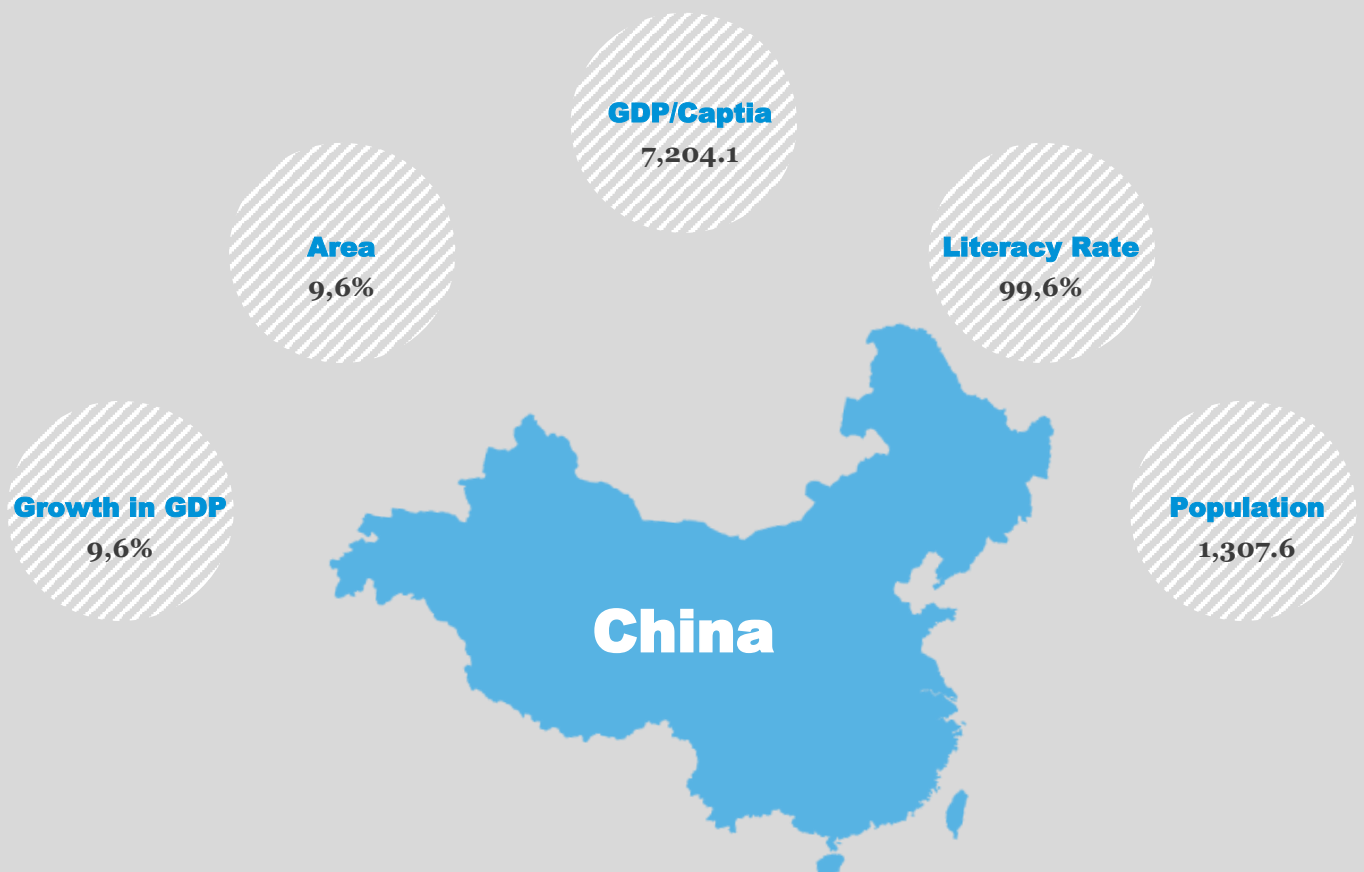
# Office Space

DI offers office space in our global offices. This is an easy way to get started and get established before making the final decision regarding the optimal location for your company. This means access to office supplies, printing facilities, a work station and conference rooms. In addition DI also provides facilities for meetings during shorter stays.



# Fact finding tour

This is a well suited tour for companies that want to identify their business opportunity in a market. DI plans the trip in close collaboration with the company, in finding relevant sights and potential business partners and networks in order to map the potential in the market. With a fact finding tour, the company gets a firsthand impression of the market which can be crucial in making the right decisions regarding entry-mode and potential local partners.



# Outsourced **administration services**

Our offices have expertise within local administration and book-keeping. The offices can therefore assist with administration as they have knowledge regarding invoices, taxes, freight, wages, etc. Each country has different regulations and this can be difficult to comprehend/handle on top of trying to get settled and get a business running.





# Virtual representation

Virtual Representation is the easy way to get started on a new market. The company gets a physical address and a phone number at the DI office and DI handles everyday inquiries. This makes it possible to enter your potential new market faster and at a low cost.

Virtual Representation includes:

- DI creates nameplate
- DI handles incoming inquiries
- DI scans and forwards letters etc. To relevant person
- Optional: DI provides the company with office/conference facilities when required on ad hoc basis

# Sales representation

Our offices have expertise within local administration and book-keeping. The offices can therefore assist with administration as they have knowledge regarding invoices, taxes, freight, wages, etc. Each country has different regulations and this can be difficult to comprehend/handle on top of trying to get settled and get a business running.

Sales representation includes:

- Customer identification
- Customer contact
- Introductory meeting and sales meetings where DI assists the company
- Promotion of the company in the market in question
- Reporting and coordinating on behalf of the company

# Own man in concept

An efficient and low risk platform for Danish companies to start up or expand business. OMI is a business solution in which a local representative for a Danish company can be legally employed and linked up with one of DI's subsidiary.

OMI includes:

- Recruitment of employees
- Office space in DI's office (own office or access to shared office space)
- Administration services (Administration support, HR, cost, controlling, and IT)
- Local management and project management support
- Monitoring, performance appraisal, progress reporting based on mandate from client in Denmark
- Advisory on strategy and business development



OMI is always customized for the specific company, and DI offers different varieties such as Joint OMI which is a solution very well suited for SMC, OMI expat where the DI subsidiary hosts a Danish representative and OMI light which is a low cost edition of the OMI basis solution.

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