

Winning in emerging markets

Three successful cases



Royal Danish Fish: How Danish capabilities can win in developing countries

① Purpose

→ The African industries most in need of foreign competencies are those in which Danish companies excel. Within foodstuffs, energy, transport, and many other sectors the African nations really long for competencies. At the same time, these sectors holds the biggest potential for growth.

→ When Royal Danish Fish opened their gates for the first time in 2008, no less than 43 fish mamas stood ready. Due to their superior knowledge in fishing Royal Danish Fish is an attractive supplier on the Ghanaian fishing market. Company Chair Mogens Mathiasen says that the company continuously struggle to meet market demand.

② Background

→ In 2006, Royal Danish Fish, a fish farm and trading company, set up shop in Ghana under the name West African Fish. After two years in the making, the first fish were ready for sale in 2008. Even though the company came well prepared, the company's chair Mogens Mathiasen still had his doubts. When he spoke with his Danish colleagues, they told him the most horrific stories of doing business in Africa. However, these are for the most part just stories, and as he found out, most of the stories were untrue. Africa presented itself as highly profitable and Royal Danish Fish aspire to reach a production of 8000 tons a year in Ghana and already plans expansions across Ghana's neighbouring countries

③ Participants



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Bluetown: Connecting remote villages in Tanzania

① Purpose

- ➔ With the help of the Learning Lab has Bluetown deployed base stations in villages in the Dodoma region of Tanzania connection the rural population to the Internet. End-users can access the Internet through smartphones, tablets and computers. Bluetown is working to integrate a local cloud to the installations, from which local farmers can access information about optimal farming methods and how to price their crops, local doctors can access information about diseases and epidemics while teachers and students can access e-learning materials.

② Background

- ➔ More than half of the world's population - about 4 billion people mainly located in rural parts of the world. These parts are often far away from the Internet source and electricity is not always available. Existing Internet connectivity technologies are expensive and developed mainly for the urban population. But research shows that access to reliable Internet, which provides easy access to medical care, smart farming, and educational and commercial activities, is a self-enforcing enabler for the creation of wealth and overall higher standard of living. But how do you bring communication to rural parts of the world where Internet connectivity does not exist and power grids are unreliable or non-existing?

③ Participants



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Cimbria: Winning in the BOP market

① Purpose

- ➔ Cimbria uses of their Danish origin, responsible business, and a superior level of service to succeed in the BOP market. When dealing with Cimbria, the customer can be sure to receive equipment that perform as promised and after-sale service conducted by local employees. According to Henning Roslev Bukh, Cimbria's service make a strong case against the Chinese competitors, as many African farmers dread at the thought of faulty equipment. From Cimbria's experience, African farmers seek equipment that is more advanced.

② Background

- ➔ People who do not know Africa has a tendency to think that it is hopelessly corrupt and dangerous. Ignorantly, many do not realize that there is a market, but when they come and see it, and experience all the activity and development, they recognize that there are business opportunities to pursue. When Cimbria entered Ghana and had to compete with low-price Chinese suppliers the company had to think innovatively and adapt their business model to the local context.

③ Participants



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Interested in doing business in developing countries?

An unexhausted list of services DI BOP Learning Lab offers to companies interested in doing business with developing countries:

- Developing business models adapted to the BOP based on 10+ years of experience in the market
- Market feasibility studies in developing countries
- Development projects including Danida funded initiatives and applications
- CSR strategies (Including implementing the Sustainable Development Goals in your business practices)
- International delegations for member companies
- Workshops and presentations for companies interested in the BOP
- And a lot more – Please contact us for further inquiries

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