



DI'S USA EXPORT NETWORK – DESIGN

Do you want to know more about how to create and run a successful design business in the USA? Do you want to knowledge share, be inspired, and challenged by other talented business developers? Then join DI's new network, where you become part of a professional community that puts your specific tasks at the center.

At DI, it is our main task to equip you, and thereby your company, to create results internationally and continuously ensure increased sales more easily and more efficiently. Therefore, we have now established an export network for Danish companies that are present or in the process of entering the US market within design and the creative industries.

WE HELP EACH OTHER SUCCEED PROFESSIONALLY

In the network, we bring together talented Danish companies within design and the creative industries that are well established or have an interest in the USA. The purpose of the network is to give you unique access to like-minded people across disciplines and companies with whom you can knowledge share and share experiences with so you can lead your company in the right strategic direction. With the network, DI offers a confidential space where you can get competent feedback to handle challenges and gain new perspectives on your USA activities as we wish to equip you to make the best decisions for your company. Together with other participants from the network, you set the framework for the topics to be discussed at the meetings, and we regularly invite professional experts who can give their perspectives on relevant topics for the group.

PRICE

Yearly membership is 9,700 DKK + VAT. (approx. 1,800 USD/year).

The amount covers all meeting activities (remuneration of the meeting leader, external presenters, administration, access to the network group's digital platform, catering, accommodation, and invitations to other DI events).

EXAMPLES OF THEMES

- Partner search and dealers
- eCommerce and contracts
- Selection of assortment
- Danish vs. local production
- Warehouse set-up – logistic and distributor solutions
- Design collaboration
- Sales, data, and digitalization
- Human Resources

QUESTIONS/REGISTRATION

If you have questions or would like to join the network, please contact: Senior Advisor Mille Munksgaard, mimu@di.dk or +1 (929) 290-9701

STRATEGIC BUSINESS DEVELOPMENT IN THE USA

First and foremost, we want to knowledge share in the network, but, among other things, we work with concrete go-to-market strategies, entrances to the American contact, retail, and interior design market, selection of the most relevant sales platforms, segmentation of logistic partners and distributors, tips & tricks for hiring employees in the USA and much more.

The last few years have shown great growth for the entire industry, and this means that both established and new players are growing. Together, let's ensure that this growth is ongoing and that you always have a group of strategic partners on your growth journey. We ensure that this network is profitable both for well-established and more newly established companies in the US, and that the themes are relevant both for companies that sell B2B and B2C.

YOU GET INSPIRATION AND NEW KNOWLEDGE FOR YOUR WORK

As a member of the network you get, among other things:

- Access to knowledge and best practice about sales in the USA
- A look into the biggest trends, market drivers, and specific sales opportunities
- Close and personal dialogue with DI's advisers at the office in New York City
- Access to activities where you can nurture and build relationships with Danish and international business partners and customers
- Shorter path to efficient operation that saves time and resources, and ensures increased sales for you and your company

HOW IT WORKS

The network meetings are facilitated by a competent consultant from DI, who has broad professional knowledge of the USA as an export market for Danish companies that cross design and the creative industries. It is the facilitator's task to ensure a stable framework for the network meetings and to provide qualified support and counterplay so that the network creates knowledge and value for the members.

Yearly, there are four meetings which all are held physically in New York, but with the option to attend virtually.

TARGET GROUP

The network aims to gather both large and small design companies related to interior, furniture, home goods, and inside/outside surfaces. Common to all participating companies is that they are present or in the process of entering the US market.

The network is primarily aimed to senior business developers from the participating companies, but these can be physically located in both the USA and Denmark. Registration covers the entire company, and it is therefore possible to include different employees depending on the topic.