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## FACT SHEET

### Creative industries in Denmark

#### 1. Introduction

1.1 Denmark has developed a competitive edge in its creative industries, which currently employ about 85 000 people and account for about 10% of the total Danish exports. The Danish creative industries are dominated by the presence of many small companies alongside a few large corporations. According to the Danish government<sup>1</sup>, a high rate of start-up companies is positive and contributes to a dynamic entrepreneurial environment in the creative industries.

1.2 In Denmark, the creative industries span a wide range of areas comprising a total of 11 sectors: fashion and clothing, design, architecture, books and press, film and video, digital content production and computers, arts and crafts, furniture and interior design, radio and television, music and advertising. Among these sectors, fashion and clothing is the largest that accounts for about 28% of the total revenue of the creative industries. Furthermore, Danish films and TV programmes have won numerous international awards, which have helped attract talent to the country as well as strengthening Denmark's international brand as a creative nation.

#### 2. Key responsible authorities and trade associations

##### Responsible authorities

2.1 In Denmark, the Ministry of Business and Growth is the principal government agency responsible for formulating policy relating to creative industries. It has established the Danish Business Authority for enhancing the competitiveness of the Danish business sector (including the creative industries), and the Danish Design Centre specifically for implementing the government's design policy.<sup>2</sup>

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<sup>1</sup> See Danish Government (2013).

<sup>2</sup> Denmark is highly aware of the value of design and was one of the first countries in the world to launch a national design policy in 1997. Recently the Danish government has made design and creative industries a specific focus area in the national policy for business and growth.

## Trade associations

2.2 A number of trade associations have been formed in Denmark to represent the interests of the creative industries. The major ones include:

- (a) Design Denmark as the multi-disciplinary association for the professional design companies and other companies with in-house design departments. Design Denmark has a membership of more than 800 companies, including the business conglomerate "Maersk" and the toy manufacturer "LEGO";
- (b) the Danish Fashion Institute as a network organization of the fashion industry, comprising 135 fashion companies such as "Bestseller" and "Anne Sofie Madsen"; and
- (c) the Danish Association of Wood and Furniture Industries as the trade association for 450 companies engaging in furniture and crafts businesses. In Denmark, about 27 000 workers are employed in the wood and furniture sector.

## **3. Government's policy to support the development of industry**

3.1 As productivity is key to the success of the creative industries, the Danish government has established a comprehensive design education system encompassing: (a) programmes originated from traditional craftsmanship, (b) non-university programmes and vocational training for skilled professions (e.g. jewellery, textiles and fashion), and (c) programmes offered by higher education institutions.

3.2 For programmes offered by higher education institutions, students can choose to study a two-year Academy Profession degree before pursuing a 1.5-year top-up Bachelor's degree programme. Alternatively, they may go straight for a Bachelor's degree programme that lasts for 3.5 years. These programmes adopt a hands-on study approach, requiring the students to take the initiatives for learning. A typical course week consists of 10 hours of class time and 30 hours of student's preparation time, self-study and project work.

3.3 Apart from the establishment of a comprehensive design education system, the Danish government has set out a 2013 growth plan for the creative industries. The growth plan focuses on the following four areas:

Improving business development capability and access to finance

3.4 The creative industries in Denmark, characterized by the dominance of small companies, find it difficult to formulate a sound business plan themselves and raise capital for growth. To encourage the development of the small creative companies, the Danish government has introduced the following support measures:

- (a) improving access to finance through avenues such as bringing together investors and companies in need of venture capital for growth via the so-called crowdfunding<sup>3</sup>;
- (b) coaching the creative entrepreneurs to acquire the necessary skills for business development; and
- (c) offering overseas market intelligence to help the creative businesses expand into international markets.

Speeding time to market new creative products

3.5 Time to market refers to the length of time it takes for a product from the stage of design to being available for sale. Speeding time to market is important for new creative products as the first entrant can enjoy first-mover advantage. As such, the Danish government has encouraged the creative businesses to bring products faster to the market through (a) better protecting the intellectual property rights of creative products; and (b) procuring more creative products so as to contribute to the industry development as well as giving businesses a platform for developing more products and solutions that can be sold in international markets.

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<sup>3</sup> Crowdfunding is an emerging alternative form of financing that connects directly those who can give, lend or invest money with those who need financing for a specific project. It usually refers to open calls through the internet to the wider public to finance specific projects.

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### Providing education and research support to foster the industry growth

3.6 As a talented and creative workforce is crucial for the industry development, the Danish government has strengthened its education programmes and research support, such as enriching the course content on innovation at all education levels, upgrading the design research capacity of universities and private companies, and boosting the international rankings of the Danish universities in the field of fine arts.

### Establishing Denmark as an international creative hub

3.7 To maintain Denmark as an international creative hub, the Danish government has collaborated with the private sector to further enhance the competitiveness in sectors such as architecture, fashion and design. Measures implemented include forming partnership between Denmark's leading companies and creative design agencies, and attracting international companies to invest in the country.

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