

# INVITATION



## INTERNATIONAL BUSINESS DAYS

19-20 April 2018 – Næstved, Denmark

### Connect with new business partners

Business Næstved, the business development agency in Næstved Municipality, is hosting an international business event which takes place in April 2018.

It is our wish to strengthen the interest in trade and internationalization among companies and to create new business links between our part of Denmark and abroad. We invite business delegations from Germany, Sweden, Norway, Finland and Estonia to join the International Business Days.

The event is comprised by an afternoon (Thursday, 19 April) where participants from abroad will get acquainted with the business community of Næstved, and an event (Friday, 20 April) where more than 100 Danish companies are expected. The event includes inspiring presentations, workshops, an exhibition area and individual contact meetings, set up in advance, where all participating companies will have three meetings with potential customers or partners.

Companies within any branch are invited. As we get closer to the event, we will get a clear picture of which branches are most represented. We expect this to be companies dealing with industrial manufacturing, foodstuffs and business services.

Business Næstved is looking forward to a fruitful cooperation and not least to bid everybody welcome at the International Business Days.

#### WHEN

19-20 April 2018

#### WHERE

Ny Ridehus  
Grønnegades Kaserne Kulturcenter  
Grønnegade 10  
DK-4700 Næstved

#### PRICE

Free of charge

#### QUESTIONS AND REGISTRATION

Consultant Peter Fjerring,  
Business Næstved  
Phone +45 55 88 52 18  
e-mail [pfj@naestvederhverv.dk](mailto:pfj@naestvederhverv.dk)

# PROGRAMME

## Wednesday 18 April 2018

Evening – participants, who prefer so, are welcome to arrive the day before the event

## Thursday 19 April 2018

Morning – arrival of participants (*continued*)

### 10.00 City walk in the centre of Næstved

Visits to development sites within education, business premises and culture (optional)

### 12.00 Lunch

### 13.00 Bus tour

To a number of places of interest in Næstved's business community, including:

- Novenco – one of Næstved's biggest manufacturing companies, developing and delivering high quality ventilation products and systems for buildings, car parks, tunnels and industry
- Ressource City – a local centre of excellence, dealing with knowhow and technology on how to turn waste into new products and recyclable materials
- Kähler Design – a ceramics firm founded in 1839 in Næstved. Since 2007, when the company was acquired by the architect Frantz Longhi, Kähler has developed a universe of popular ceramics products where the emphasis is on authentic experience.

### 17.00 Return to the hotels

### 19.00 Official dinner

For foreign guests, organisers and partners of the event

## Friday 20 April 2018

Business event organized for companies from abroad, from Næstved and our neighbouring municipalities.

### 9.30 Welcome

Carsten Rasmussen, Mayor of Næstved, and Rasmus Holst-Sørensen, Director of Business Næstved (Næstved Erhverv) – followed by two key note speakers:

### Stable Business in an Unstable World

#### Poul Erik Skammelsen

*Anchor at the Danish Channel TV2 and Longstanding Reporter within World News*

Any company experiences these years a world of political changes, a rapid technological development and tough competition in the international markets. A precondition for success is therefore the ability to navigate in this context. One of Denmark's most well-reputed journalists, Poul Erik Skammelsen, provides us with a picture of the international situation right now as well as an understanding of current global trends and developments.

### Think Internationally ... if you Want to Survive

#### Erick Thürmer

*CEO of Thürmer Tools*

Erick Thürmer is one of Denmark's remarkable new business leaders. He has a background in Næstved where he attended boarding school and did his military service. He serves as the CEO and fourth generation of the company Thürmer Tools which manufactures quality thread cutting tools (based in the Copenhagen-suburb of Hvidovre). Erick Thürmer has been in charge of transforming his own business, in a traditional industrial branch, into a modern, hightech and competitive company, and he has furthermore acted as an advisor for other companies and a speaker at numerous conferences in Denmark and abroad.

## 11.30 Short break

## 11.45 Two parallel tracks

### Track 1

*(Mostly for foreign participants)*

Business opportunities in Denmark and Næstved/Region Zealand. A thorough presentation of the economy and business community in Denmark, including an overview of the most important trends and potentials in Denmark for foreign companies.

### Track 2

*(In Danish – mostly for Danish participants)*

Ways of boosting your company's export and increase your sale through international activities. The session presents the variety of advice, funding and network which are available for Danish companies interested in the international dimension.

## 13.00 Lunch

## 13.30 International "market square"

The last part of the day will be an international "market square" with the possibility for visiting an exhibition area with a number of stands, for individual contact meetings, which are set up in advance, and not least informal networking between the participants.

## 15.15 Final remarks

With refreshments



Poul Erik Skammelsen



Erick Thürmer

## Practical Information

### Venue

The programme on Friday, 20 April 2018, will take place in the congress and exhibition centre "Grønnegades Kasernes Kulturcenter", centrally located in Næstved with free car parking available and walking distance to the train station.

### Exhibition area

In connection to the event, there will be an exhibition area with a number of stands where organisations, development agencies and business associations will present their offers and activities when it comes to export and internationalization.

### Working language

The working language of the event is English. However, there will be one session in Danish language (track 2), targeted at Danish participants.

### Price

Participation in the event is free of charge. However, accommodation and travel costs are not included. There will be a no-show-fee of 500 DKK for participants who, without notice, do not show at the event.

### Public transport

Næstved can easily be reached by train from Copenhagen. There are frequent departures. The journey takes one hour and costs approx. 220 DKK (30 Euros) for a return ticket.



## Business Næstved (Næstved Erhverv)

Business Næstved is the business development agency in Næstved Municipality which is located 80 kilometres southwest of the Danish capital city, Copenhagen.

The agency provides local companies with network, business events, guidance and relevant information on a large scale of topics.

Business Næstved is established through a co-operation between Næstved Municipality and the local Business Association (Næstved Erhvervsforening). Business Næstved has seven employees.

Næstved Municipality is with its 83,000 inhabitants the 14th largest municipality in Denmark and the 2nd largest in Region Zealand in terms of population and number one in the region in terms of area (681 square kilometres). More than one half of the municipality's population lives in the city of Næstved, the rest in the surrounding smaller towns and countryside. Næstved is hosting several educational institutions and public services (hospital, regional police, district court, harbour and municipal administration).

The business community in Næstved is characterized by a variety of companies and entrepreneurs within different branches. There are big and medium-sized industries which manufacture, among other things, glass for food packaging, ventilation systems, medico products, machinery, and building materials. Furthermore, Næstved has a strong position within the construction sector, retail trade and as a regional centre for banks, auditing companies and business services.

The local business community has, over the recent years, experienced a positive development with economic growth, more jobs being created and numerous entrepreneurs starting up. For the municipality it is a top priority to create good conditions for the businesses in terms of access to sufficient labour force, infrastructure and a business-friendly approach to the private sector in the municipal administration.