



JOIN THE DANISH DESIGN DNA EVENT AT THE DANISH AMBASSADOR'S RESIDENCE IN TOKYO DURING THE OLYMPICS FROM 22 TO 29 JULY 2021
VERY LIMITED AVAILABILITY - DEADLINE 2 JULY 2021

The Royal Danish Embassy in Tokyo together with the Confederation of Danish Industry, the Danish Chamber of Commerce and the Danish Agriculture and Food Council are excited to present to Danish companies working with design this once in a lifetime opportunity, to exhibit your products in the Danish ambassador's private residence in Tokyo. The residence is designed by the Pritzker winning Japanese architect Maki and is the ideal meeting place for Japanese architecture and Danish design.

During the Olympics, there will be a 400 sqm pavilion in the Embassy's courtyard designed by the well-known Japanese architect Kato Hiroshi. Here, it will be possible to be introduced to many aspects of Denmark, including:

- Food and drinks including a Danish "pølsevogn"
- Danish companies and their products
- Live footage from the Olympics with Danish National Television broadcasting on a big screen

We adhere to the necessary precautions that come along with events and adjust the number of participants to comply with good social distance practices, taking the measures of COVID-19 into consideration.

IN A BEAUTIFUL GALLERY NEXT TO THE EMBASSY. WE EXPECT TO SHOW **EXHIBITION ENRICHED SIMPLICITY - ON HOW DANISH ARCHITECTURE HAS BEEN INFLUENCED BY JAPAN.** SPONSORED BY DANISH CULTURAL AGENCY AND CURATED BY PROFESSOR CHRISTOFFER HARLANG. IT WILL BE POSSIBLE FOR COMPANIES TO ORGANIZE OWN EVENTS DURING THE PERIOD AT AVAILABLE TIME SLOTS, SUCH AS PRESS EVENTS, TALKS SESSIONS E.G. PHYSICAL+DIGITAL HYBRID EVENTS - BOTH IN THE RESIDENCE AND IN THE GALLERY.

WE EXPECT VISITORS INCLUDING VIP GUESTS TO THE RESIDENCE, AND THE EXHIBITION THROUGHOUT THE OLYMPICS FOR VARIOUS EVENTS ORGANIZED WITH SPONSOR COMPANIES IN DIFFERENT SECTORS.

PRICE: 9,800 DKK
INCLUDING 75 PER CENT SUPPORT FROM



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
The Trade Council



Confederation of Danish Industry



Danish Agriculture
& Food Council

DANSK
ERHVERV
Danish Chamber of Commerce



Solutions of tomorrow
By Denmark

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YOU WILL GET!

Exhibiting 2 to 4 products (depending on product size) in the ambassador's residence from 22 July to 8 August.

Products will be visible:

- To invited guests at selected time slots - roughly three times.
- To the general public at other selected time slots - roughly 3 to 5 full days.
- To VIP guests joining different events in the residence during the Olympics.
- Products will be exhibited in combination with the existing interior items in the residence or individually depending on the type, size and nature of the products.

Please note that only a limited number of companies can participate due to the limited space and availability is on a first-come, first-served basis.

The price is based on an already approved 75 per cent funding from The Trade Council. If not enough companies are signed up we will not be able to offer participation at the mentioned price.

If the price ends up higher your registration will not be binding, and you can choose to opt out. To receive funding from The Trade Council you will need to sign up with your Danish VAT number and your Danish HQ will be invoiced.

PRICE

Participation fee for the entire period

DKK 9,800 excl. VAT

Costs for individual events, food & drinks and logistics & transportation are not included.

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SIGN UP!

Please register by clicking 'REGISTER HERE' and follow the link to the online registration form.

Deadline for binding registration is

FRIDAY 2 JULY 2021

Please read the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry (DI) on the registration page.

[**REGISTER HERE**](#)



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