



Confederation of Danish Industry

→ DI's US EXPORT NETWORK DANISH DESIGN COMPANIES

AT DI IT IS OUR MOST IMPORTANT TASK TO ENABLE YOU AND YOUR COMPANY TO DEVELOP YOUR BUSINESS INTERNATIONALLY.

We have therefore established an export network for Danish design and interior companies which are either entering the American market or is established.

THRIVE THROUGH INSPIRATION

The purpose of the network is to strengthen Danish design companies' success in the USA. With the help of a competent network facilitator, we will ensure that this network is beneficial for both well- and newly established actors in the US, and that the themes are relevant to both companies focusing on both B2B and B2C.

NETWORK PARTICIPANTS

The network caters to both large and small design companies within interiors design, furniture and home goods. Common for all participating companies are existing presence in the US or a plan to establish a physical presence. The network is primarily aimed at engaging executive business developers from the participating companies, in either the USA or Denmark.

HOW IT WORKS

Each network meeting has a new topic. The network meets 4 times a year in New York City, with the option to join virtually.

MEMBERSHIP PRICE

- Yearly membership is 9,700 DKK + VAT. (approx. 1,800 USD/year).
- Member companies can freely send different participants depending on the topic of each network meeting.
- The network is for DI member only.

MEETING TOPICS

Together with the network participants you determine the topics to be discussed. Ideas include:

- **Circularity and sustainability** – can this be value drivers in a USA marketplace?
- **Commodity vs. exclusivity** - standing out at your price point.
- **Partners search and selection** – how to find the right collaborators.
- **E-commerce and contracts** – navigating successfully in the e-marketplace.
- **A shared Danish narrative** – maximizing the value of strong national brand.
- **Press and media coverage** – impactful branding and placing stories.
- **Design collaborations** – a fast track method to penetrate the USA market?
- **Sales, data and digitalization** – market leadership by smart use of data tools.
- **Staying relevant** – tools available for Danish companies to stay unique.
- **Human resource management** – Danish company operating in the USA and hiring.

INDUSTRY EXPERTS

In addition to peer-to-peer knowledge sharing each meeting will also include external expert speakers that can shed light on the topics discussed.

ACCESS & KNOWLEDGE

As a member of the network, you also get a look into the biggest trends, market drivers, and concrete sales opportunities. You will also obtain a close and personal dialogue with DI's advisers, and access to activities where you can nurture and build relationships with Danish and international partners and customers. All with the aim to a shorter path to efficient operations that saves time and resources and ensures increased sales for you and your business.

CONTACT

TONE SØNDERGAARD
DIRECTOR, DI NEW YORK
tone@di.dk
+1 (917) 912 7577

**ANY QUESTIONS PLEASE DON'T
HESITATE TO REACH OUT**

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