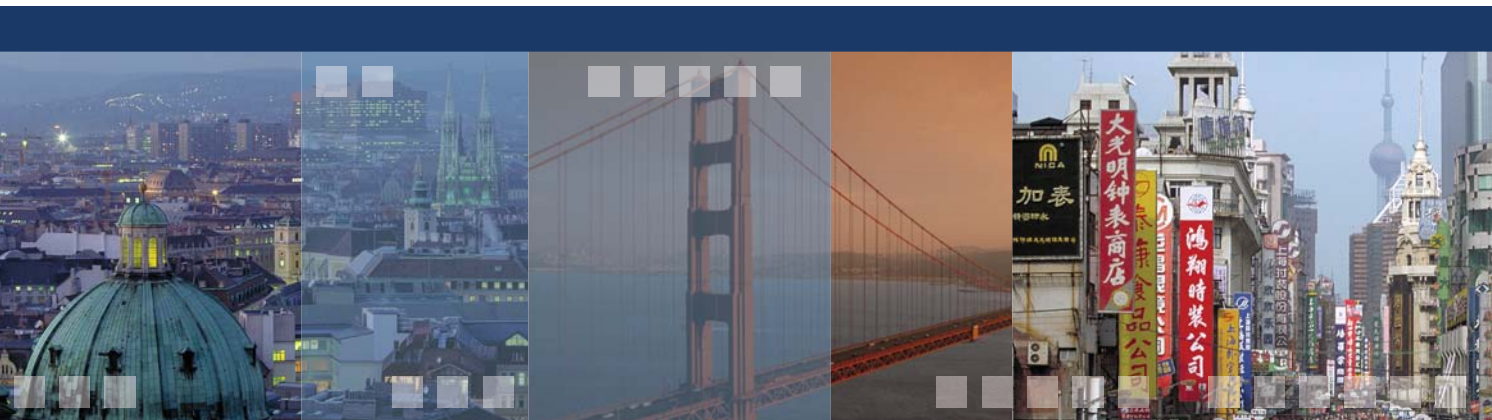


# INNOVATION PACKAGE – RECEIVE A DISCOUNTED RATE ON ACCESS TO INTERNATIONAL NETWORKS AND KNOWLEDGE



**THE TRADE COUNCIL INNOVATION PACKAGE IS AIMED AT SMALL AND MEDIUMSIZED DANISH ENTERPRISES THAT SEEK KNOWLEDGE, TECHNOLOGIES OR INNOVATIVE CO-OPERATION PARTNERS ON INTERNATIONAL MARKETS.**

**THE AIM IS TO PROMOTE INNOVATION IN COMPANIES AND HEREBY TO STRENGTHEN THEIR COMPETITIVENESS AND OPPORTUNITIES FOR INTERNATIONALIZATION.**

## **Innovation Package**

Small and medium-sized Danish enterprises can receive a discount on services and consultancy support provided by the innovation centers in Silicon Valley, Shanghai and Munich and few select representations. The consultancy support is flexible and tailored to suit the needs of the individual enterprises.

The Innovation Package could for instance include counseling on the following subjects:

- A business plan review including consultancy and networking opportunities.
- Search for and counseling regarding venture capital and help with R&D recruitment.
- Mapping and matchmaking with potential partners within science, innovation and technology.
- Market assessment of technology, inventions and competitors.

The Innovation Package cannot be used to cover specific expenses and costs.

The Innovation Package consists of 25 consultancy hours for a single market. It is possible to receive up to 4 packages per application and to receive a total of 8 Innovation Packages.

An Innovation Package provides a 50 percent discount on the consultancy provided by the innovation centers. Additional hours can be added to normal costs (DKK 815 per hour as of January 2010). There is a limit of 4 innovation packages per market.

## **Who qualifies to participate?**

Enterprises with less than 50 employees and an

annual turnover less than DKK 50 million can apply to receive a discounted rate through the innovation package.

The selected enterprises need to have a potential for internationalization and have to be ready to initiate innovation driven activities on the international markets.

The enterprise's potential and readiness is discussed in a meeting where the initial preparations and consultancy will take place regarding choice of market and the complexity of the task. To read more, please see [eksporttraadet.um.dk](http://eksporttraadet.um.dk) Vi tilbyder/Innovation.

## **Application**

The application form for the Innovation Package can be found on [eksporttraadet.um.dk](http://eksporttraadet.um.dk) Vi tilbyder/Innovation. The completed form is to be sent to the Trade Council.

## **Innovation Center Denmark**

Innovation Center Denmark is a joint venture between the Trade Council in the Ministry of Foreign Affairs and the Ministry of Science, Technology and Innovation. As of January 2009, there are innovation centers in Silicon Valley, Shanghai and Munich.

