



Annual Report

2021

DANITACOM

Italian Chamber of Commerce
In Denmark

An official publication of the Italian Chamber of Commerce in Denmark

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The Italian Chamber of Commerce in Denmark has made every effort to ensure the accuracy of the information in this publication. We apologize for any error or omission.

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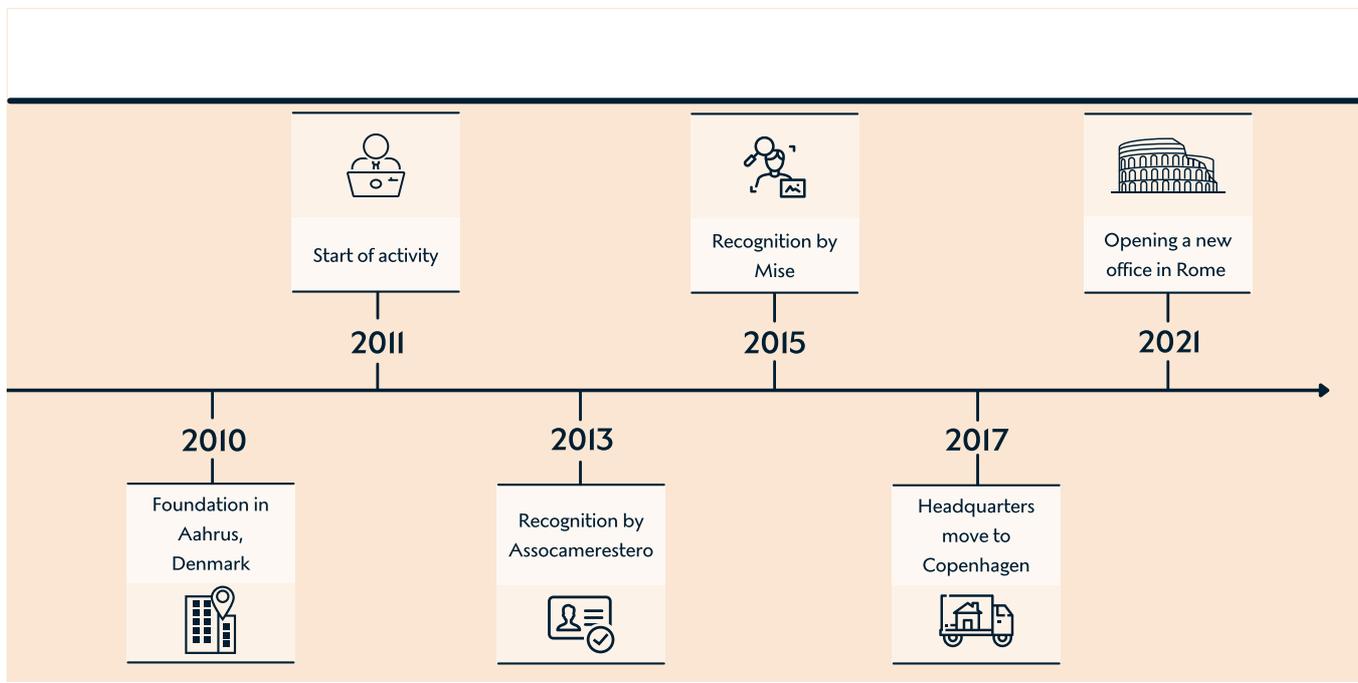
AREAS OF ACTIVITY

Assisting Italian and Danish companies • Promoting "Made in Italy" • HR Assistance • Accounting Assistance • Leading and participating in European Projects

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MEMBERSHIP

ABOUT US



Danitacom was founded in 2010 in Aarhus by former president Henning Holmen Møller, current president Jan Snogdal, and a group of skilled entrepreneurs and professionals who saw the business opportunities offered by the Italian and Danish markets. At the beginning, Danitacom had only one employee, the current Secretary-General Chiara Dell’Oro Nielsen.

In 2013, we were granted full membership to Assocamerestero, the major network for the Italian Chambers worldwide. In 2015, we were officially recognized as an Italian Chamber of Commerce Abroad by MISE and in 2017, Danitacom moved its offices to Copenhagen.

We have always felt the need to be present in both Italy and Denmark to further bridge the gap between the two countries.

With the opening of a new Italian branch in Rome, 2021 was the year we achieved this goal.

Today, Danitacom carries out its mission with the help of 20 professionals, operating in Italy and Denmark and is divided into three departments: Projects, HR, and Accounting.

During these eleven years of activity, we have been offering companies and institutions in Italy and Denmark a wide range of commercial, promotional, administrative, and training support and services that contribute to the development of commercial relations between the two countries.

We play a pivotal role in the evolving business environment by focusing on five main areas of activity.

AREAS OF ACTIVITY

- **Assisting Italian and Danish Companies**

We provide professional and tailor-made solutions for Italian companies willing to develop their business in Denmark. We assist our Danish partners in domiciliation, company formation, personnel recruitment, and human resources management in Italy.



- **Promoting "Made in Italy"**

Italy means quality, reliability, and innovation. We work daily to defend and campaign for it, focusing on time-honoured sectors, such as food, wine, tourism, and fashion, but also less traditional fields, such as technology, construction, and mechanics.



- **HR Assistance**

Our staff provides support for all the tasks related to the management of workers in Denmark and Italy, from onboarding to daily administration.



- **Accounting Assistance**

We offer fiscal advice to Italian companies based in Denmark, providing services such as VAT registration, tax declarations, and accounting.



- **Leading and Participating in European Projects**

We present proposals, create the necessary partnerships with public and private bodies, manage, develop, and evaluate projects.

MANAGEMENT COMMENTARY

2021 was the year of the most unprecedented economic growth and achievement in the Chamber's lifetime.

Besides achieving the highest economic growth in the Chamber's history, one particular milestone is worthy of being highlighted: the Chamber opened a branch office in Rome in October 2021.

Having a permanent presence in Italy has started a new chapter in the Chamber's history by strengthening the other side of the bridge connecting Denmark to Italy.

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The 55% increase in revenue is a tremendous result and the Chamber's overall financial performance speaks for itself.

Retention of old clients and acquisition of new clients have been achieved by providing an expanded supply of services.

Both the Chamber's management and its employees have focused on delivering service excellence across borders by taking different cultural standards into account. As a result, punctuality, understanding, accuracy, and suitability to clients' high expectations have been necessary requirements of the Chamber's employees throughout the year.



**JAN  
SNOGDAL**

Danitacom , President,  
DLA Piper Denmark,  
Partner

Before 2021, service quality was to some extent impacted by Denmark's low unemployment rate. The Chamber faced recruitment challenges when looking for highly experienced staff with Italian language proficiency.

In the past, the Chamber would sometimes fulfill its need for new employees by onboarding former Italian exchange students staying in Denmark. Newly graduated students with no Danish proficiency were not in high demand among Danish companies.

# MANAGEMENT COMMENTARY

The Chamber could then offer a great first employment for Italians wanting to stay abroad after studying in Denmark.

At the same time, the Chamber had to rely on outsourced tasks and skilled employees capable of guiding and double-checking new employees' output.

Welcoming employees without significant work experience meant going through challenging and intensive onboarding processes in order to develop human capital capable of increasing productivity as fast as possible.



**CHIARA  
DELL'ORO  
NIELSEN**

Danitacom,  
General Secretary

However, this service delivery model carried some risks and led to a higher customer churn rate. For example, some young employees discovered that their job position at the Chamber no longer matched their career aspirations once onboarded, or the quality of outsourced services did not always match the Chamber's and its clients' requirements.

Moreover, some employees with valuable experience had to provide comprehensive individual training programs to new staff, leading to less time dedicated to handle increasing customer demands.

Facing the scarce resources available, the board in 2021 decided to open an Italian branch, which has proven to be a winning onboarding strategy.

Attracting unemployed skilled candidates was not an issue on the Italian job market, and neither was attracting highly qualified employees with proven work experience.

The successful recruitment process in Rome allowed the Chamber to welcome new customers and convert many outsourced services to in-house operations.

Drastically reducing outsourced labor meant better understanding, handling, and responding to the demand from customers while taking care of the entire service flow from request to delivery.

# MANAGEMENT COMMENTARY

In addition, being responsible for end-to-end service delivery has optimized productivity, diminished costs from outsourced services, and improved employee motivation and relationship with clients.

Furthermore, the board has seen the establishment in Rome as an excellent entrance to explore new commercial flows for Italian and Danish companies, to build stronger relations with partners and customers on Italian ground, and to seize new business opportunities. Looking at future perspectives, having a permanent presence in Rome will support even more exchange of ideas, projects, and best practices between countries.

All things considered, the Chamber in 2021 established a new and comprehensive structure on its two reference markets. As a result, service output, productivity, innovation, and creativity can further develop in the following years with a constant exchange between two market frameworks.



**LUCA  
CAVINATO**

Danitacom,  
Head of Operations and  
Deputy General Secretary

# BOARD OF DIRECTORS

## **JAN SNOGDAL (PRESIDENT)**

Partner DLA Piper Denmark



## **CHIARA DELL'ORO NIELSEN**

General Secretary Danitacom



## **CLAUDIO CASSARINO**

Managing Director, Metro Service



## **MICHAEL ANKER**

Director Anker & co.



## **PETER HOLMEN MØLLER**

Owner Konkret HR



## **SEBASTIAN LYSHOLM NIELSEN**

Transnational Attorney,  
Lundgrens Law Firm



# STAFF

We are a professional services firm with 20 passionate and highly skilled specialists within Events and European Project Coordination, HR Services, and Accounting.

With an average age of about 30, most of our employees are digital natives, and as a truly international organization, our team consists of 6 nationalities. In 2021, we added seven new members: one in our Copenhagen office and six in Italy.

Each year, we offer learning and development programs to keep our team of specialists engaged and updated, thus ensuring our ongoing offering of professional services to our members and customers.

With such rapid growth, we enjoyed a team building program with the support of Peter Holmen Møller, founder of Konkret HR and member of our board of directors, to further strengthen the team values of Danitacom.

In 2021, we collaborated through the EU Erasmus project with several Italian and Danish universities organizing internships at our headquarters and the offices of our partners in Denmark.

In fact, a warm greeting goes to the young professionals Paolo Barone, Ilaria Bosticchi, Federica Messina, and Ernestina Lajthiza from Università Bocconi, Aalborg University Copenhagen, and Alma Mater Studiorum - University of Bologna, for their fundamental contribution to our activities. Likewise, we sincerely thank Line Elmelund Astrup who assisted our Projects department until November 2021.

2021 also gave us the opportunity to welcome young students from Italian high schools. We were especially impressed by the hard work and fresh ideas from Anna Campigotto, one of the young students from the Institute Antonio Scarpa of Motta Di Livenza, a secondary school in the Trentino region of Italy.



**CHIARA DELL'ORO NIELSEN**  
General Secretary



**LUCA CAVINATO**  
Head of Operations and Deputy  
General Secretary

# STAFF: HR

**LORENZO MENON**

HR Consultant



**MAJA BABIĆ**

HR Consultant



**MARIANNA PEVERINI**

HR Assistant



**ANA NEGURITA**

Junior HR Consultant



**ANGELA DE CHIRICO PERONI**

Junior HR Assistant



**GIULIA ASHLEY FORTE**

Junior HR Assistant



# STAFF: ACCOUNTING

**ARJOL LAMAJ**

Accountant



**SANDRA CARBONIERO**

Accountant



**SILVIA DI PAOLO**

Junior Accountant



**SILVIA NOCILLA**

Junior Accountant



# STAFF: INTERNAL ADMINISTRATION

**ANNA LODATO**

Executive Assistant



# STAFF: PROJECTS

**SIGNE OLSEN**

Project Coordinator



**CLAUDIA NIKOLAI**

International Project Consultant



**BARBARA FABRETTI**

Project Consultant



**KATHRINE DAMGAARD**

Project Assistant



**LYKKE G. JENSEN**

Project Assistant



**GABRIELE ROSELLA**

Communication Officer



# A YEAR IN REVIEW

# A NEW REALITY



Left - Frederik's Church (Frederiks Kirke) in Copenhagen  
Right - St Peter's Basilica in Rome

Successful companies and institutions are those that can adapt quickly to change. Fortunately, the pandemic became more controllable in 2021, and so did the economic crisis. 2021 was the year of recovery after a period of great uncertainty, giving us the opportunity to meet our goals. Our drive, combined with the passion for what we do created a long series of activities during the year.

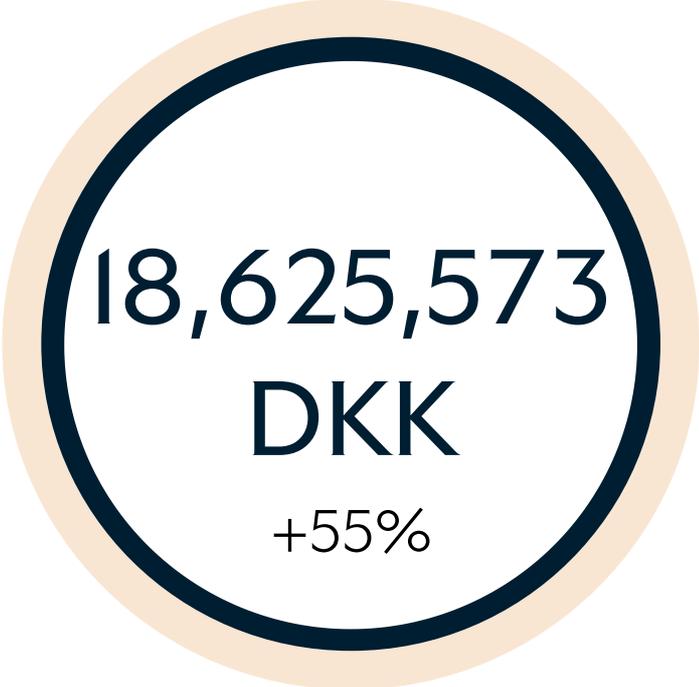
Digitalization was the driving force behind this change. It enabled us to adapt to the new socio-economic challenges, get back on our feet, and look to the future with a little more optimism. In 2021, we became experts in digital tools and did most of our business digitally. We strongly believe in the opportunities that digitalization offers to companies and institutions. This is also why we are leading partners in Engine, the Erasmus+ project that aims to raise awareness of the importance of cybersecurity and the prevention of cyber threats.

In 2021, all our business advisory activities were also done digitally. Having a very advanced digital infrastructure system, Denmark is one of the best places in the world to do business.

The companies we support every day agree: the speed and punctuality in dealing with taxes, accounting, and personnel management issues are remarkable.

Furthermore, a Chamber milestone was the opening of a new branch in Rome. We have thus become the first Italian Chamber of Commerce abroad to open an office in Italy. On the one hand, we want to be present daily to support our stakeholders in the Italian territory and, on the other hand, to be an arrival point for Danish companies in Italy. This was the first step towards creating a solid bridge between the two countries, to develop, increase, and strengthen business opportunities for companies and institutions.

# KEY NUMBERS - 2021



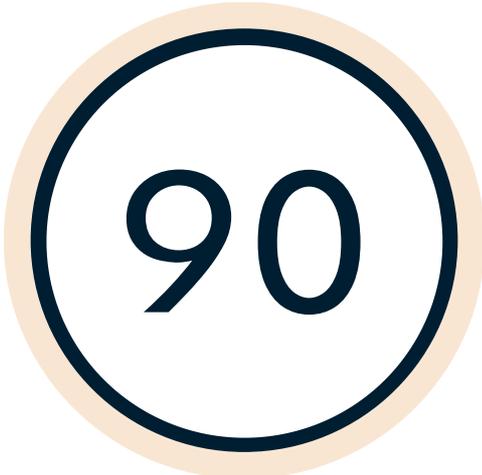
18,625,573

DKK

+55%

Annual  
revenue

Members



90



Employees



New  
customers



Newsletter  
subscribers



Followers  
on social  
media

# CALENDAR

## ONGOING PROJECTS

Stay Export

Export Hub Internazionale

ENGINE

MARHER

ESSENCE

## JANUARY

MARHER Project, Erasmus+, HERITAGE MARKETING

20: Export Hub Internazionale, Webinar, WINE

29: Board of Directors meeting

## FEBRUARY

1: Savor Piemonte, Project meeting, FOOD & WINE

2: Pavia Sviluppo, B2B-meetings, FOOD & WINE

15 - 18: Export Hub Internazionale, I-I assistance, WINE

26: Export Hub Internazionale, I-I assistance, FASHION

## MARCH

3: Export hub Internazionale, I-I assistance, WINE

8.03 - 19.03: Savor Piemonte, B2B-meetings, FOOD & WINE

23: StayExport, B2B-meetings, WINE

## APRIL

13 - 15: GDO Food PROMOS, B2B-meetings, FOOD

27 - 29: Arredo Promos, B2B-meetings, DESIGN

## MAY

10 - 14: BuyWine, Fair, Firenze, WINE

12 - 19: CCIAA Pisa, Webinar, TOURISM, DESIGN, FOOD

## JUNE

7.06 - 09.07: EU-Match, B2B-meetings, FOOD & WINE

15 - 16: Winetastings, WINE

Mobility project: LOGISTICS & BIOMEDIC,

14 -16: Piemonte Luxury Fashion & Design, B2B-meetings, FASHION

18 - 22: OperaWine, Fair, Verona, WINE

## **JULY**

15-16: Made in Piemonte, B2B-meetings, FOOD

## **AUGUST**

15-16: Tasting Sicily, B2B-meetings, FOOD

22.08 - 26.09: E-TOURISM 2020, MOBILITY

29.08 - 03.10: EUROEXP 2020, MOBILITY

31.08 - 3.09: CIBUS, Fair, Parma, FOOD

## **SEPTEMBER**

16 - 18: 3daysofdesign, Exhibition, Copenhagen, DESIGN

17: Barolo&Friends, Tasting, WINE

22 - 23: Made in Piemonte Textile, B2B-meetings, TEXTILE

24: A Glass of Itlay, Tasting, WINE

28.09 - 2.10: MARMOMAC 2021, Fair, Verona, NATURAL STONE

28.09 - 1.10: MEET DANIMARCA & SCANDINAVIA, B2B-meetings, FOOD & WINE

## **OCTOBER**

14.10: Savor Piemonte, Webinar, FOOD & WINE

17 - 19: Vinitaly special edition, Fair, Verona, WINE

17 - 20: BuyFood 2021, Fair, Firenze, FOOD

22 - 26: TUTTOFood, Fair, Milano, FOOD

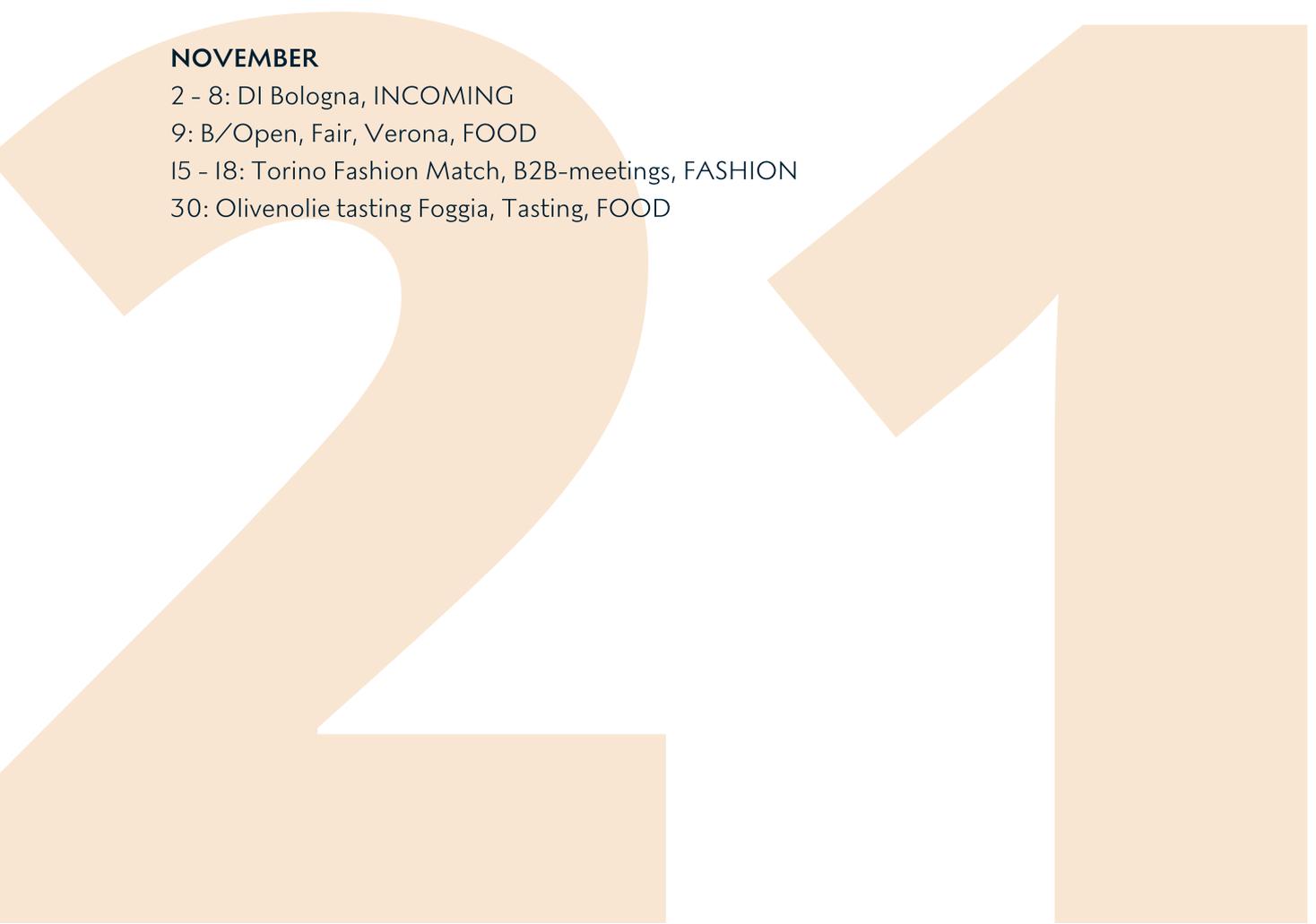
## **NOVEMBER**

2 - 8: DI Bologna, INCOMING

9: B/Open, Fair, Verona, FOOD

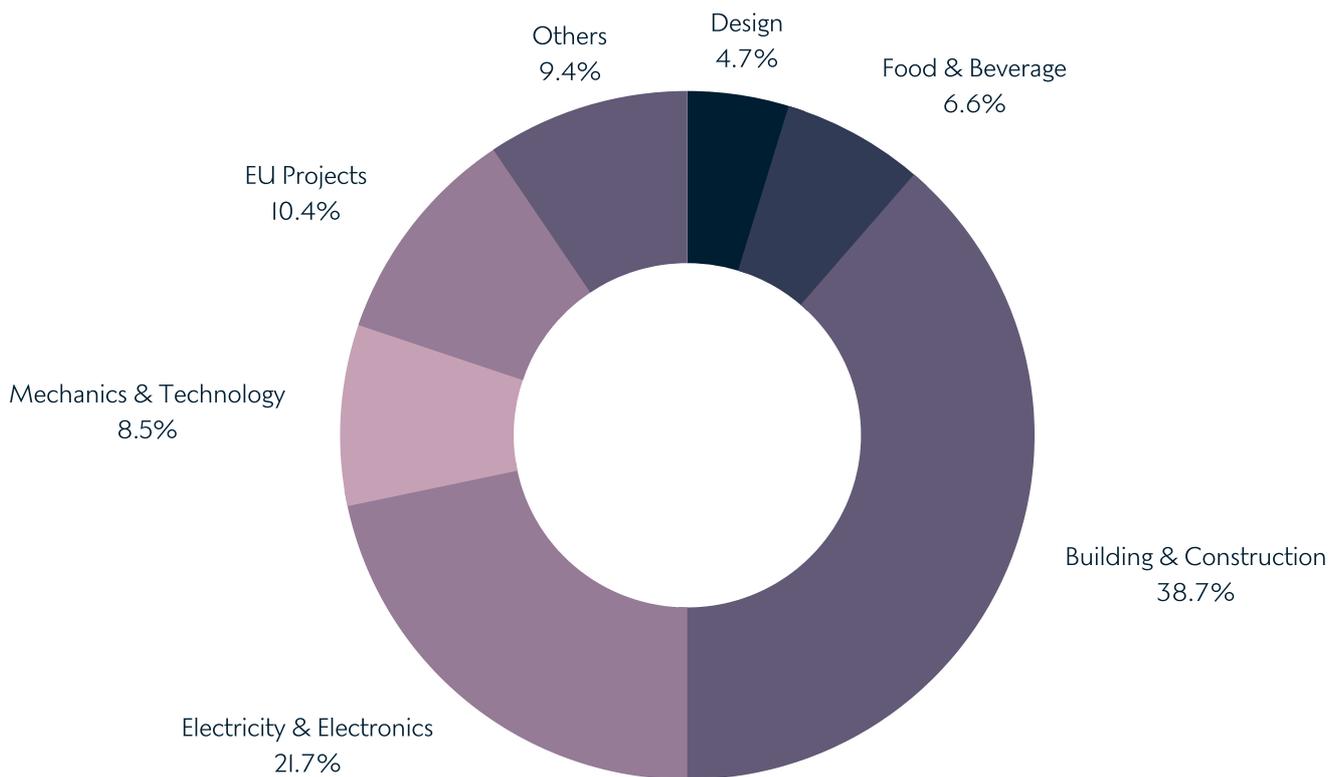
15 - 18: Torino Fashion Match, B2B-meetings, FASHION

30: Olivenolie tasting Foggia, Tasting, FOOD

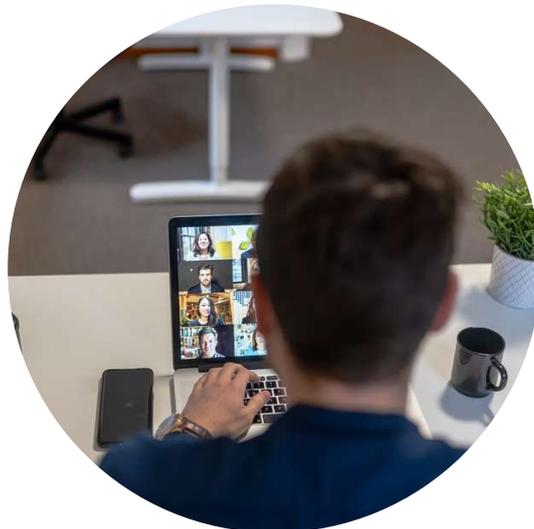


# SECTORS

As the following graphic shows, we provide services for the Chamber's members across a broad range of productive, commercial, service, and industrial sectors.



# OUR HIGHLIGHTS 2021



# EVENTS IN DENMARK



Ambassador Luigi Ferrari at the 3daysofdesign event held at the Ambassador's residence in Copenhagen.

An important part of our job and mission is to promote products "Made in Italy" (to buyers and consumers) on the Danish market. Italian products are highly requested in Denmark, especially within the sectors of food, wine, design, and fashion. Thanks to events in Denmark, we support the creation of new partnerships and help Italian companies entering the Danish market. At the same time, the Danish market is very interesting for Italian producers as the purchasing power in general is high.

During 2021, we had the pleasure of hosting several events in Denmark focusing on some of the most popular sectors: food, wine, and design.

## **3daysofdesign**

From the 16th-18th of September, we welcomed a series of Italian design brands in Copenhagen for the Danish design event 3daysofdesign. The Italian exhibition took place in beautiful surroundings at the residence of the Italian Ambassador in Denmark. The exhibition was visited by more than 500 people, both professionals and the public.

## **A Glass of Italy**

On the 24th of September, we once again promoted unique Italian quality wine to Danish buyers and consumers. A total of 17 producers from 9 different Italian regions presented their wines at the event. Besides the walk around tasting, the event included an interesting Master Class and B2B meetings between producers and buyers.

## **Authentic Olive Oil Net**

On the 30th of November, we arranged a Master Class focusing on quality olive oil from Foggia in the Puglia region as a part of the European project "Authentic Olive Net". The olive oils were presented by the skilled sommelier and olive oil expert, Catullo, who guided an audience of Danish buyers and journalists through the evening. The Master Class was an integrated part of a delicious dinner at the Italian restaurant, San Giorgio. The project also included the presentation of olive oils at five selected restaurants in Copenhagen: Che Fé, La Vecchia Signora, Il Grappolo Blu, PUBLIC, and FAMO.

# INCOMINGS



Left - Meeting Denmark & Scandinavia, Incoming organized together with the Chamber of Commerce of Frosinone and Latina.  
Center - Industriens Hus: headquarters of the Confederation of Danish Industries (DI - Danish Industri).  
Right - Delegation from DI - Dansk Industri visiting Emilia Romagna to meet with Emilian entrepreneurs.

Incomings are among our most important activities, often used to focus on a particular part of Italy. In 2021, we had the pleasure of working on two incomings. First was a food and beverage promotion event called Meet Danimarca & Scandinavia, in collaboration with Informare (a special unit of the Chamber of Commerce in Frosinone and Latina), and second, was the organization of an educational tour in collaboration with the board of KSL (forum for metal & production companies in Denmark and member of the Confederation of Danish Industry).

## Meet Danimarca & Scandinavia

In September, a delegation of Scandinavian buyers participated in the event organized by Informare — a unit of the Chamber of Commerce in Frosinone and Latina (Lazio region). The event targeted buyers from the food & beverage sector in Denmark with the goal of promoting authentic products from the Lazio area. Prior to the event in Italy, the producers participated in a webinar introducing the Scandinavian market, conducted by our Head of Operations, Luca Cavinato.

## Organization of educational tour to Bologna (DI)

Last autumn, we assisted the KSL-board in organizing their study tour to Bologna from the 2nd–7th of November 2021. Each year, the group plans a trip abroad to meet with companies within the industry, be inspired, and discuss relevant problems within the field.

During the days in Bologna, the delegation had a meeting with the Confindustria Emilia Area Centro that helped put the trip into perspective and provided the group with valuable information concerning labor, education, etc. Furthermore, the program contained interesting meetings with a series of organizations and companies in Bologna and the Emilia Romagna region, for example Marcegaglia, who is the leading industrial group worldwide in the steel processing sector.

The delegation was accompanied by the Secretary General of the Chamber, Chiara Dell'Oro.

# FAIRS



Wine importers at B2B meetings during Vinitaly Special Edition.

In the second part of 2021, we had the opportunity to send delegations to a series of trade fairs in Italy across many different sectors.

Recruiting Danish and Scandinavian delegations for Italian trade fairs is a crucial part of our job that creates an enormous value for both producers and buyers and helps to promote “Made in Italy” products on the Danish market.

Italy is known worldwide for the unique quality of products, especially within the food & wine sectors, which also reflects the majority of the fairs that we participated in during the year.

We offered Scandinavian food importers the possibility to join four different fairs focusing on Italian food products: CIBUS (Parma), TuttoFood (Milano), BuyFood (Firenze) and B/Open (Verona), where the last mentioned focused on biological/organic products.

Wine importers could attend a special edition of the popular fairs Vinitaly and OperaWine that both took place in Verona.

Last, but not least, we had the pleasure of working on the natural stone fair Marmomac, also in Verona.

During 2021, we collaborated with long-time partners like VeronaFiere and PromoFirenze, but we also started exciting and fruitful collaborations with new partners, such as FieraMilano and FiereParma. We thank all our partners for great collaborations and for the possibilities offered to our Scandinavian network.

On the following pages, we give you a closer look on two food exhibitions, CIBUS and TuttoFood, that we worked with for the first time in 2021.

# FOCUS: TWO OF THE MOST IMPORTANT FOOD EXHIBITIONS IN ITALY



Live preparation of gastronomic specialities and show cooking during TUTTOFOOD Milano

In 2021, the Chamber had the pleasure of working on two new fairs within the food sector: Cibus (Parma) and TUTTOFOOD (Milano).

## **Cibus:**

Cibus took place from the 31st of August to the 3rd of September 2021 in Parma. The exhibition is an international hub where the international agri-food community meets up.

Despite the pandemic, the 2021 fair presented very impressive figures: 2.000 companies exhibited, presenting their products to more than 40.000 professional visitors (of which 2.000 were from foreign countries).

Thanks to a collaboration with FiereParma, Danitacom could offer a delegation of Danish buyers the opportunity to take part in the fair. The event was very successful, and we received optimal feedback from the participating buyers.

## **TUTTOFOOD:**

TUTTOFOOD took place from the 22nd – 26th of October 2021 in Milan. The exhibition is very important for international operators in the food industry and is known for its quality and the many opportunities offered.

In 2021, TUTTOFOOD took place at the same time as the exhibition HostMilano, and more than 150.000 professionals visited the two fairs. Of these professionals, more than 40.000 from 111 countries (besides Italy) attended TUTTOFOOD.

A collaboration with FieraMilano allowed Danitacom to invite a delegation of Scandinavian buyers to visit the fair and meet a series of relevant producers among the 1.500 exhibiting.

# ONLINE ACTIVITIES



In the first half of 2021, the COVID situation made it challenging to continue with our usual physical events, but that didn't stop us from moving on with activities connecting Danish and Italian companies.

Thanks to a long series of online events organized by our partners, we were able to continue doing our most important job – being an active partner in the creation of business opportunities between Denmark and Italy. The online activities included B2B meetings, webinars, presentations and, in 2021, even a wine fair.

Digitalization is becoming increasingly important, not just in society, but also as a working method. We found that in many cases, choosing to have an event online is an even better solution compared to physical presence as it saves resources in terms of preparation, economy, and time.

In May 2021, for the first time, the Tuscan wine exhibition, BuyWine, was held as an online edition, giving international wine importers the opportunity to discover new Tuscan wines, even with limited possibilities for travel.

The participating buyers followed their personal schedule of meetings through a selected online platform. Prior to the meetings, they received samples from the producers. We received very positive feedback from the participating Scandinavian importers.

# MOBILITY



Students from the Istituto di Istruzione Superiore "Galileo Ferraris" of Ragusa in our offices in Copenhagen for a mobility project

Danitacom has been active since 2010 in building relations between Italy and Denmark through its successful and rewarding collaborations with organizations, universities, schools, and professional institutes abroad.

We work to create the most valuable internships and exchange projects in Denmark within several industry sectors for students, teachers, and professionals. We provide both companies and interns opportunities for cultural understanding and self-development.

All the participants staying in Denmark are financed by their institution and are fully covered by their home insurance. The host company is, therefore, not required to pay any fee.

## Types of mobility:

Youth guarantee student traineeships, Erasmus+ (kl, k2), newly graduated talents, exchange programs, internships, professional training, job shadowing, business visits both in-person and virtually for students, teachers, and professionals.

Amongst the services related to our mobility projects, we provide:

- research and selection of hosting companies in line with the study field and plan of the students.
- company visits for both students and teachers.
- meetings and visits to local or international institutions and university departments.
- seminars on reference markets in different sectors.
- inter-company tutoring for mobility activities.
- logistical support (food, accommodation, transfer to and from the airport, public transport, excursions, educational and cultural activities, guided tours, museums, monuments etc.)
- issue of documentation/certification required by the school proving the progress of the project.

# DANITACOM INAUGURATES THE ROME OFFICE!

In October 2021, Danitacom opened a new office in Rome! The new office, in the very central Ludovisi district, is close to Assocamerestero — the Association of Italian Chambers of Commerce Abroad — and is a hub for all Italian companies and institutions interested in expanding their business in Denmark and vice versa.

Now more than ever, we can support our stakeholders in all phases of their activity, such as the first approach to the market, the start-up of companies, organization of events, fairs, internships, study tours, and more.

To celebrate the opening of the Rome branch, on November 19, 2021, we organized a Scandinavian-themed Aperitivo. The event took place at the headquarters of ADVANT Nctm, a historical partner of Danitacom. It was an opportunity to discuss internationalization and the promotion of "Made in Italy" in the world.

The first part of the event consisted of a meeting in the auditorium of the ADVANT Nctm studio, during which President Jan Snogdal retraced the fundamental steps of our history. Subsequently, the General Secretary of Assocamerestero, Domenico Mauriello, underlined the results achieved by Danitacom in recent years and the great dynamism shown in seizing the opportunities of the Danish market.

To conclude, General Secretary Chiara Dell'Oro Nielsen outlined Danitacom's main areas of activity and thanked all those who have contributed to Danitacom's performance over the last eleven years.

Many of the institutional partners who believe in the Danitacom project attended the event. These included representatives from the Italian Ministry of Economic Development, the Danish Trade Council, the Chamber of Commerce of Rome, Maremma and Tirreno, the national CNA, Simest and Unindustria Lazio.



Presentation event for the opening of the Danitacom office in Rome at ADVANT headquarters.

# AREAS OF ACTIVITY

# ASSISTING ITALIAN AND DANISH COMPANIES

At Danitacom, we work continuously to ensure that both Denmark and Italy remain attractive locations for investment and business.

As specialists in both markets, we take every opportunity to raise awareness of the economic and commercial potential of the two countries, conduct specific market research, illustrate the facts and data collected, and share information on Danish and Italian incentives for companies (both national and international).

Our goal is to facilitate the growth of business opportunities between the two markets. Therefore, we believe it is essential to create relationships and to support companies from multiple sectors in search of counterparties, such as manufacturers, buyers, suppliers, and agents in Italy and Scandinavia.

**250+**

**B2B-meetings  
organized**

**80+**

**I-I tailor-made  
services**



The team of workers from Csdan, a company we assist with personnel administration and management in Denmark. They are working on the construction of the Storstrøm bridge, Vordingborg.

In particular, we use our knowledge to assist companies by creating relevant contact lists and establishing targeted B2B agendas. We also offer assistance with translation services for marketing materials and various documents or labels.

Another important part of our job is to support Danish companies that want to import from and export to Italy. In support of their entrepreneurial spirit, we help them understand the dynamics of the Italian market to create true partnerships and synergies with positive results.

Our multilingual team is trained to help our members to deal properly with either Italian or Danish customers or suppliers and to make them feel comfortable in every situation.

# PROMOTING "MADE IN ITALY"

The outstanding quality of "Made in Italy" makes it a brand that can easily sell itself. In fact, Italy is the world's eighth largest export economy and is famous for its tourism, art, design, and cuisine.

We are privileged and honored to continue our work with the excellent "Made in Italy" products, organizing events to promote Italian artifacts, businesses, regions, or specific geographical areas.

We work very closely with Italian Chambers of Commerce in Italy, Italian Regions and Provinces, as well as with business organizations like Confindustria or Confartigianato, collaborating to arrange B2B and B2C activities, promotional events, as well as incoming and outgoing missions.

We recruit buyers and exhibitors from all over Scandinavia to attend Italian trade fairs in several sectors, arranging when needed their transfer to visit such exhibitions. We keep up with the Danish events and trade fairs calendar and offer our members the opportunity to participate in the activities they find most suitable.

The busiest sectors for us in 2021 for these types of activities were food & wine, design, tourism, and fashion. In 2021, we mastered the use of online platforms and developed new ways of networking.

To remain relevant, Italy must be up to date, follow the evolution and digitalization of international consumers and markets, and still offer products rooted in the Italian quality and tradition while tailoring to each foreign market.

From this perspective, our know-how and experience play an important role. In 2021, we took part in several projects in collaboration with trusted Italian partners, including the Chambers of Commerce of Foggia, Frosinone, and Firenze.

Our scope is to assist Italian companies in their internationalization process, supporting them in adapting their exports to the Danish market, which is mature but has its own peculiarities and its own channels.

Moreover, we are part of the network of the Italian Chambers of Commerce Abroad and deeply rooted in the Scandinavian network of institutions as well. Therefore, we can effectively put in place large-scale international advertising campaigns.

### **A CLOSER LOOK:**

In 2021, Danitacom mastered the use of digital tools, we grasped their innovative potential, and we observed that for some activities, it is preferable to use digital solutions over traditional ones. We now rely exclusively on digital tools to provide services such as online fairs, webinars, information sessions, and B2B meetings.

Similarly, our partners in Italy have been brilliant in adapting and developing new platforms for digital trade fairs, live company tours, and business administration strategies that leverage the digital component of operations.

### **FOCUS 2022:**

In 2022, we will continue our collaboration with various trade fairs, companies, institutions for the promotion of "Made in Italy", and consortia for the authenticity of Italian products.

We will also be part of True Italian Taste, the project promoted and financed by the Ministry of Foreign Affairs and International Cooperation.

Assocamerestero will implement the project, in collaboration with the Italian Chambers of Commerce Abroad.

True Italian Taste, which is part of "The Extraordinary Italian Taste" program, aims to increase the conscious consumption of 100% "Made in Italy" foods by spreading a greater knowledge of the specific characteristics of typicality, with reference to places of origin, nutritional aspects, and PDO-PGI certification.

# HR ASSISTANCE

Human resources management is a vital aspect of a company's operations.

Our in-depth knowledge of the Danish labor market stems from our years of experience with collective agreements and our established relationships with employers' associations and trade unions.

We ensure that our client companies meet all the requirements for complying with Danish regulations.

Ensuring that all phases of their working period in Denmark are trouble-free, we also assist individual employees of our client companies.

## WHAT'S NEW:

In 2021, the HR department welcomed three new members: Ana Negurita, Angela De Chirico Peroni, and Giulia Ashley Forte.

Ana supports us in Copenhagen, while Angela and Giulia are based in Rome.

## OUR HR CLIENTS:

- Companies willing to start their business in Denmark as foreign service providers.
- Danish companies.
- Danish branches of foreign companies that need to manage their staff locally and require HR-related support.
- Individual employees.

**6.086** Payslips issued

**752** New Employees managed

**136** Companies assisted

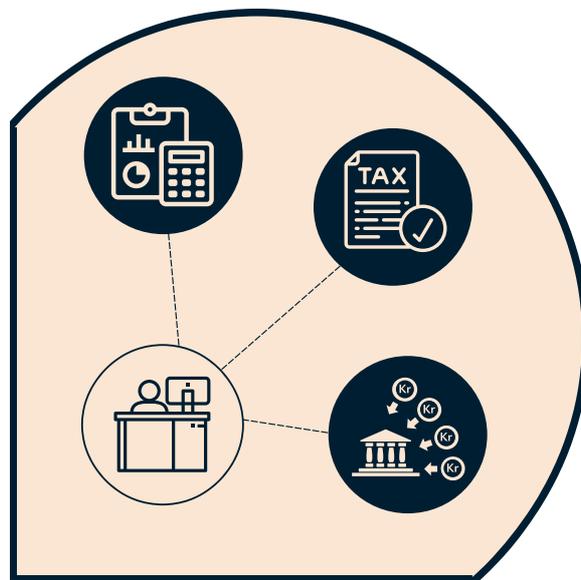
**9** New services

# ACCOUNTING ASSISTANCE

Managing accounting between one or more countries can be very challenging. New rules, different approaches, different business cultures, and a language that is not our own can lead to potential errors and significant misunderstandings.

Our accounting department is the perfect partner for Italian companies operating in Denmark when it comes to accounting. Not only do we take care of the bookkeeping, but we also provide tailor-made services ranging from tax advice to VAT declarations, budget drafting, and transfer pricing.

With the addition of two new members, Silvia Di Paolo and Silvia Nocilla, the accounting department also grew in 2021! They give us great support in managing clients from our office in Rome.



## SOME OF THE ACCOUNTING SERVICES WE PROVIDE:

- Periodic VAT declaration
- Drafting of the annual budget
- Declaration of annual taxes
- Ordinary accounting management
- Control of the company tax account
- Intermediation with SKAT, the Danish Tax Agency

# MAIN CONSTRUCTION PROJECTS OF OUR CLIENTS:

## ODENSE UNIVERSITY HOSPITAL (OUH)

Promoted by the South Denmark region, the project is expected to be completed in 2022 and become Denmark's largest hospital built from the ground up.

### FIGURES

Total area: 250,000 m<sup>2</sup>

Value: 7 billion DKK

Client: Region of Southern Denmark

Construction schedule: 2019 - 2022



## KØGE UNIVERSITY HOSPITAL (USK)

Køge University Hospital (USK) is an expansion of the existing Køge Hospital, which will be enlarged threefold to a total surface area of 177,000 m<sup>2</sup>.

### FIGURES

Total area: 177000 m<sup>2</sup> (130000 m<sup>2</sup> additional building)

Value: 4 billion DKK

Client: Region Sjælland

Construction schedule: 2015 - 2023

### COMPRESSOR STATION EVERDRUP

An important part of Baltic Pipe located outside Everdrup in Southeast Zealand. The compressor will allow large amounts of gas to be sent across the Baltic Sea to Poland.

#### FIGURES

Value: 3 billion DKK

Client: Energinet

Construction schedule: 2020- 2023



### STORSTRØM BRIDGE

The new Storstrøm Bridge will connect Zealand with Falster via Masnedø. The bridge will be Denmark's third longest bridge.

#### FIGURES

Total area: 4 km in length

Value: 4 billion DKK

Client: the Danish Road Directorate

Construction schedule: 2018 - 2024

## NEW BISPEBJERG HOSPITAL

The New Hospital Bispebjerg in the City of Copenhagen is a major merger between Frederiksberg Hospital and Bispebjerg Hospital. Also being built on the site is a new Mental Health Centre.



### FIGURES

Value: 4.5 billion DKK  
 Dimension: 108.000 m<sup>2</sup>  
 Construction schedule: 2020- 2024

## METRO LINE SYDHAVN EXTENSION

Five metro stations in Sydhavn, Copenhagen. The stations will be an extension of the metro line M4, which connects to Nordhavn.



### FIGURES

Total area: 4,5 km in length  
 Value: 9,1 billion DKK  
 End of project: 2024

# LEADING AND PARTICIPATING IN EUROPEAN PROJECTS

Participation in European projects in collaboration with partners across Europe creates an important value for the Chamber.

Not only are we contributing to the creation of new knowledge and innovative solutions on European challenges, but we are also enlarging our international network with public bodies, research centers, trade associations, SMEs, and many other organizations. It is an activity that allows us to grow and develop in many ways.

During 2021, we continued the work on the current European Erasmus+ projects as a leading partner. The two projects are "MARHER", focusing on Heritage Marketing and Storytelling and "ENGINE", focusing on cyber security and block chain technology.

The MARHER project was scheduled to conclude in the autumn 2021, but due to the COVID situation, the project was extended for 6 months and is now planned to be completed in 2022. Before the conclusion of the project, the partnership will organize "Learning Activities", which is a very important activity for the dissemination of the project. Danitacom will be the host of the final meeting in Copenhagen.

On the next page, you will find further information on the ENGINE project.



## **FOCUS 2021:**

We will implement a new strategy in order to lead more European projects in the future. We want to start new collaborations across Europe and explore new types of projects, new sectors, and areas of interest.

It is important to us to constantly develop our activities in this field and gain experience by participating in innovative and relevant projects.

# ENGINE PROJECT

## GOOD TO KNOW

In September 2021, Luca Cavinato and Signe Olsen from the Project Department took part in the 2nd transnational meeting for the ENGINE project that took place in Ruse, Bulgaria. At the meeting, the partnership discussed the status of activities and the next steps of the project.

Cyber risk management and assessment are considered the backbone of a secure IT environment. But the high degree of digitalization in society is often followed by a high risk of cyber-attacks with potentially fatal consequences for the companies involved.

The ENGINE project is focusing on exactly this challenge by creating a concrete solution to increase the awareness of cybersecurity and improve cybersecurity management skills in European SMEs.

The specific objectives of the project are the development of a training course and a set of guidelines on how to implement cybersecurity and blockchain tech, targeting European SMEs. The course and the guidelines will be available on an online interactive platform.

The partnership consists of a total of seven partners from five different countries. Besides Danitacom, the partners are: Coopération Bancaire Pour L'Europe (Belgium), FVB – The Hive (Italy), Fondazione Luigi Clerici (Italy), Atlantis Engineering (Greece), BIC – Innobridge (Bulgaria), and The Technical University of Denmark – DTU (Denmark). Each partner is contributing with specialized knowledge within the different areas of the project.

According to the timeline, the project will conclude in October 2022.



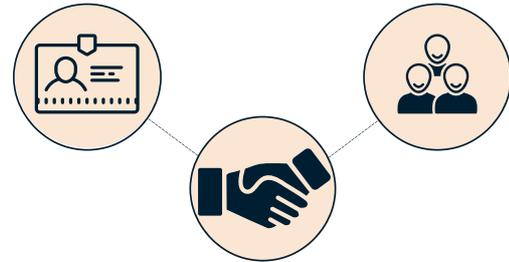
# MEMBERSHIP

# MEMBERSHIP

We know that not all members have the same needs, interests, or priorities. Therefore, our Chamber has two different member profiles based on common needs and values.

The Ordinary Membership gives complete access to services, discounts, exclusive events, our business club, priority, networking, and much more.

In addition to the benefits of the Ordinary Membership, the Influential Membership gives priority access to selected events and includes more visibility on our communication platforms, additional services, and tailor-made solutions.



## FOCUS 2022:

We are working to further diversify our offerings and are proposing a broader range of benefits to our members.



**90** Associate Members on 31 December 2021

**10** Business sectors represented

**43** Italian Members

**46** Danish Members

# SOME OF OUR MEMBERS:



**Metro Service**





# DANITACOM

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