

Annual Report

2022



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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ABOUT US

DANITACOM



Danitacom's office in Copenhagen

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 linking the Italian and Danish markets.

In the beginning, Danitacom was a typical startup, composed of only two employees, the current general secretary Chiara Dell'Oro Nielsen, and the current deputy general secretary, Luca Cavinato. Moved by passion and a strong belief in Danitacom's mission, they have been nourishing its potential since then, overseeing a natural and constant growth.

In 2013, Danitacom was granted full membership in Assocamerestero, the major network for the Italian Chambers worldwide.

In 2015, Danitacom was officially recognized as an Italian Chamber of Commerce Abroad by The Ministry for Business and Made in Italy and, in 2017, moved its offices to Copenhagen.

Danitacom soon acknowledged the necessity 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 it achieved this goal.

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

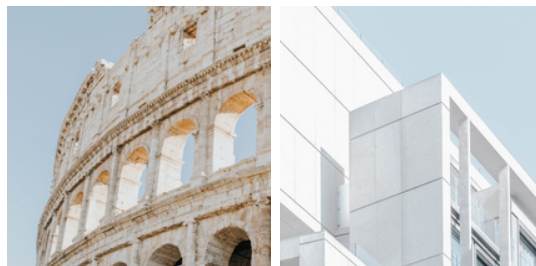
During these twelve years of activity, Danitacom has been offering companies and institutions in Italy and Denmark a wide range of commercial, promotional, administrative, and training support and services that contribute to the development of commercial relations between the two countries.

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

AREAS OF ACTIVITY

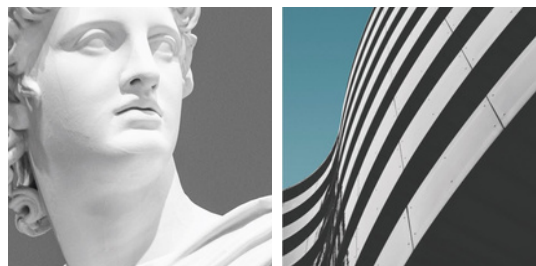
- **Assisting Italian and Danish Companies**

We provide professional and tailor-made services 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.



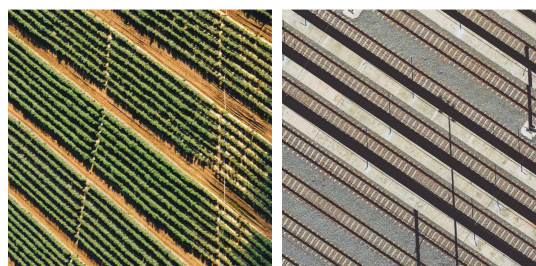
- **Promoting "Made in Italy"**

Italy means quality, authenticity, style, and innovation. We work daily to defend and campaign for Made in Italy, focusing on time-honored 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 develop European projects, presenting proposals, creating the necessary partnerships with public and private bodies, and carrying out activities, aiming at boosting skills and knowledge of both young people and small and medium enterprises.



MANAGEMENT COMMENTARY

The Italian Chamber of Commerce in Denmark confirmed its organic and strategic growth in 2022. Indeed, its undertaken activities have significantly increased and there has been both horizontal and vertical market penetration.

On the one hand, Danitacom provided a broader range of services to specific target customers, such as Italian companies and institutions. On the other hand, it reached a wider variety of customers, namely Danish companies willing to invest in Italy.

The one-stop-shop support model for Italian companies in Denmark has still proven to be the most significant source of income. This solid financial foundation has allowed the management to explore different market segments and opportunities for business exchanges.

In 2022, Danitacom invested in the project department. The department hired two new employees in charge of bilingual communication and a business developer from Italy. In addition, yet another human resource employee focused exclusively on the students' exchange mobility sector. These investments aimed to acquire a more comprehensive business authority, new customers, and a broader network.

The outcome has been about a 200 percent increase in revenues in both activities from projects and activities from student exchange mobility.



**CHIARA
DELL'ORO
NIELSEN**

Danitacom,
General Secretary

The Rome branch office also played a significant role in 2022's activities growth. Being fiscally present in the target markets with two fully independent units has proved to positively affect managing this year's unfavorable global market conditions.

Ultimately, the Board of Directors' ambitious development plan of growth persisted throughout 2022, and it is now foundation to ensure adequate resources and a solid base to build upon future growth.

MANAGEMENT COMMENTARY

At Danitacom, we have made it our responsibility to create bridges between Denmark and Italy. Notwithstanding our satisfaction for a growing volume of activities year after year, our true accomplishment is the constant creation and increase of Danish-Italian business relations.

In an increasingly competitive global market, supporting a company from unfamiliarity with the international market to regularly selling its products or services abroad, is not an easy path; yet, it is enormously gratifying, as it shows the relevance and effectiveness of our everyday work.

Strong satisfaction derives from our partners. We are glad to have worked with several new companies in 2022, getting to know more and more excellent business partners, but it truly honored us to find that, once our clients start collaborating with us, they never really leave. The customers' fidelity means a lot to us; therefore, we strive constantly to help them fulfill their goals, while at the same time ensuring that they feel understood and supported by all possible means.

The strongest gratification of all comes from the people with whom we work.

It is a great pleasure to work every day with strong, dynamic, highly qualified professionals whose shared mission is to empower Danish and Italian companies along their path to internationalization.

It is above all satisfactory to see that, in a constantly changing global market, our



**LUCA
CAVINATO**

Danitacom,
Head of Operations and
Deputy General Secretary

team is motivated to continuously follow up remain updated, increase its competences, and acquire new knowledge, all the while, maintaining its highly appreciated working ethic and favorable team spirit.

A tangible example is our drive towards innovation. We embraced the challenge of a profoundly changed global situation by increasingly implementing digitalization in our ways of working, at the same time providing new opportunities to our customers. As our associates know very well, Danitacom keeps moving ahead all the time with new activities, ideas, and resources that constantly upgrade the trustworthy and comprehensive support to our business and institutional partners.

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



FEDERICO MANILI

Partner Advant NCTM Law Firm



STAFF

We are a professional services company with 20 passionate and highly skilled specialists in events and European project coordination, HR services, accounting, and communication.

With an average age of about 30, most of our employees are digital natives, and as a truly international organization, in the office our workforce speaks 5 languages fluently and have cosmopolitan backgrounds.

Several times during the year, Danitacom attends team-building activities with the support of Peter Holmen Møller, founder of Konkret HR and member of our board of directors, to further strengthen the firm's core values and enhance communication and teamwork skills. This year, for the first time, the entire team met in Rome for five days of events and team activities that made the group cohesive.

Danitacom treasures lifelong learning and constant professional development.

Thus, in 2022, as usual, the collaboration with Italian and Danish universities and other European partners continued to offer three- or four-month internships to students willing to experience dynamic and stimulating professional experiences both at our headquarters in Denmark and the Rome office.

In fact, a warm greeting goes to the young professionals: Stefano Marani, Lodovica De Faveri (Venice University), Nicole Beltrame (Alma Mater - Bologna University), Rachele Botto (SAA - School of Management - Turin University), Giulia Saia (Bocconi University), Giulia Calabrese, Laura Anelli, and Letizia Chiaraluce (LUMSA University) for their fundamental contribution to our offices.

This year, we also welcomed young students from Danish and Italian high schools. These proactive, brave, and enthusiastic young students deserve special recognition.



CHIARA DELL'ORO NIELSEN
General Secretary



LUCA CAVINATO
Head of Operations and Deputy
General Secretary

STAFF: HR

LORENZO MENON

HR Consultant



ANA NEGURITA

HR Consultant



GABRIELE ROSELLA

HR Consultant



GIULIA ASHLEY FORTE

HR Assistant



ANGELA DE CHIRICO PERONI

Junior HR Consultant



NICOLE BELTRAME

Junior HR Assistant



STAFF: ACCOUNTING

SANDRA CARBONIERO

Senior Accountant



SILVIA DI PAOLO

Accountant



SILVIA NOCILLA

Accountant



FILIPPO FRANCESCO PEZZELLA

Junior Accountant



GIORGIO NAPOLI

Junior Accountant



STAFF: PROJECTS

SIGNE OLSEN

Project Coordinator



BARBARA FABRETTI

Project Consultant



KATHRINE DAMGAARD

Project Assistant



XENIA SPANGENBERG

Project Assistant



STAFF: COMMUNICATION

CECILE MARIE MEYER

Brand Manager



VERONICA GALLO

Communication Officer



STAFF: INTERNAL ADMINISTRATION

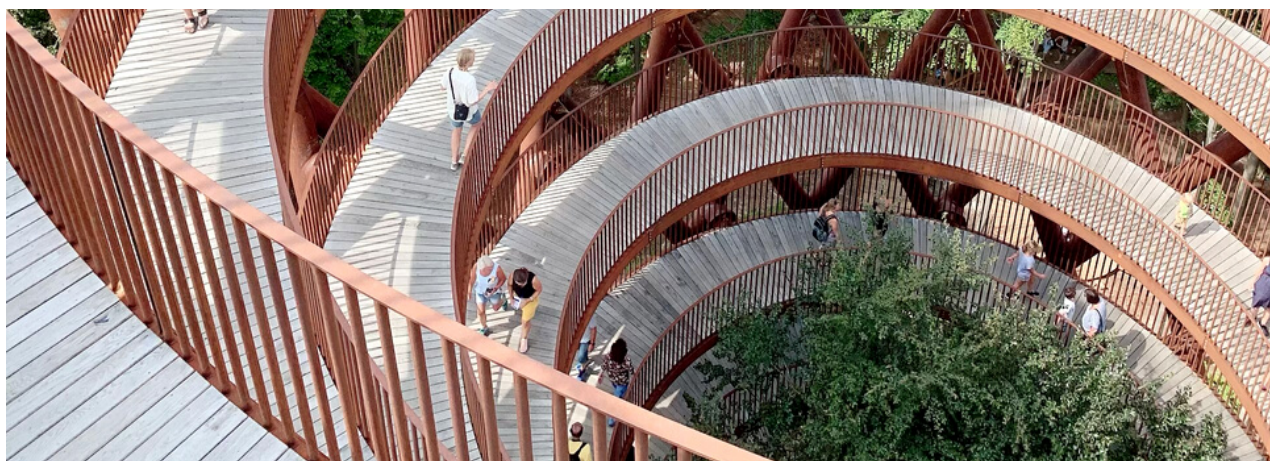
ANNA LODATO

Executive Assistant



A YEAR IN REVIEW

2022 IN A NUTSHELL



The recovery period after the COVID-19 pandemic we all welcomed in 2021 was abruptly disrupted by new challenges, that descended over Europe and the entire world. The cruel war in Ukraine, at the edge of our continent, and the consequent energy crisis added to the economic depression already weighing down the global markets and societies.

Successful companies and institutions are those that can adapt quickly to change; once again in 2022, Danitacom demonstrated to hold the capabilities and the energy to handle uncertainties and reach yearly goals. Our drive, combined with our passion for what we do, resulted in a long series of activities during the year.

The accounting and personnel management services we offer companies every day led to great results such as international growth, smooth implementation of business activities and flowless navigation within the Danish system. Moreover, since all the travelling restrictions have been revoked, we finally seized the opportunity to organize many events

and missions both in Italy and in Denmark.

During the year, many buyers and journalists from Scandinavia had the chance to visit Italian destinations, to discover the excellence of "Made in Italy", and to create fruitful collaborations. Moreover, Italian producers, students, and teachers grasped the opportunity to discover the flawless Danish system, experience its fair and balanced work culture, and develop professionally.

One year after the opening of the branch in Rome, consequently becoming the first Italian Chamber of Commerce abroad to open an office in Italy, there are no doubts that Danitacom's daily physical proximity to the Italian stakeholders and its role of liaison between the country and foreign visitors are contributing to the creation of a solid bridge between the two countries to develop, increase, and strengthen business opportunities for companies and institutions.

We are satisfied with our achievements, yet we have entered 2023 with dedication, and ambition to keep growing, developing, and weaving successful partnerships.

KEY NUMBERS



Annual
revenue

Members





Employees



New
customers



Newsletter
subscribers



Followers
on social
media

CALENDAR

ONGOING PROJECTS

Stay Export
Engine
Marher
GreenElement
GreenComp Enterprises
Mobility

JANUARY

31 – 04.02: Design Live Show, Conference, Online, Design

FEBRUARY

11 – 12: BuyWine 2022, Fair, Firenze, Wine

MARCH

03: Webinar Organic, Webinar, Online, Food & Wine
03 – 05: FieraAgricola 2022, Fair, Verona, Agricolture
09: Presentation DTU, Conference, Copenhagen, Education
10: Piedmont to Discover, Event, Copenhagen, Wine
15 – 17: Trentino Sviluppo, B2B meetings, Online, Food & Wine
22: Digitale e opportunità per le PMI nei ricchi mercati del nord e del centro Europa, Webinar, Online, Digitalization
25: Country presentation: Pavia Autunno Business, Webinar, Online, Food & Wine
27 – 29: Slow Wine Fair 2022, Fair, Bologna, Wine
22 – 24: Min Tur Q, Incoming, Trieste, Food & Wine
30: The Great Terroirs of Piedmont, Event, Copenhagen, Wine
30 – 31: Business Convention VTM - Vehicle and Transportation Technology Innovation Meetings, Incoming, Torino, Automotive

APRIL

04: I mercati del nord Europa: Focus Danimarca, Svezia e Norvegia, Webinar, Online, Scandinavian market
10 – 13: Vinitaly, Fair, Verona, Wine
10 – 12: BiT 2022, Fair, Milano, Tourism
27 – 29: Desk Promofirenze, Conference, Firenze, Scandinavian Market
28 – 02.05: Cosmoprof Worldwide, Fair, Bologna, Cosmetic

MAY

02 – 27: EU Match, B2B meetings, Online, Food & Wine
11: Experience Tuscany, Event, Copenhagen, Food & Wine
19: Barolo & Friends, Workshop, Aarhus, Wine
29 – 31: The Authentic Italian Table, Event, Copenhagen, Food & Wine - True Italian Taste
31: Marher - Multiplier Event, EU Project, Sønderborg, Heritage Marketing

JUNE

01 – 31.12: Inbuyer Verticale Arredo, B2B meetings, Online, Design
01 – 05: Selle Royal tour, Event, Copenhagen, Bicycle
07: Webinar INFORMARE, Webinar, Online, Food & Wine
08 – 11: The Marble Route in Western Sicily, Incoming, Trapani, Marble
13 – 15: Cleantech & Green Building Business Days, Incoming, Torino, Cleantech
13 – 17: AP Business, B2B meetings, Online, Food & Wine
15 – 17: 3daysofdesign, Fair, Copenhagen, Design
16 – 17: Net To Work Health & Wellness, Incoming, Torino, Health & Wellness
23: Webinar Promos, Webinar, Online, Multisector
28 – 01.07: MCE Expocomfort, Fair, Milano, HVAC

SEPTEMBER

07 – 08: FARETE, Fair, Bologna – Modena – Ferrara, Multisector
08: Presentazione Paese evento Valtellina, Country Presentation, Copenhagen, Wine
08 – 11: SANA, Fair, Bologna, Food – Wine – Cosmetic
14 – 16: Meet Frosinone & Latina, Outgoing, Copenhagen, Food & Wine
19: Webinar Vicenza, Webinar, Online, Goldsmith sector
20: Webinar Prato, Webinar, Online, Food & Wine
22: Webinar Foggia, Webinar, Online, Multisector
23: Questionario FoodHub, Market Analysis, Online, Fishing industry
23: ENGINE - Multiplier Event, EU Project, Copenhagen, CyberSecurity
23 – 26: Lake Garda and its Surroundings, Business Tour, Garda Lake (Verona), Multisector
27 – 30: Marmomac, Fair, Verona, Natural Stones

OCTOBER

05- 06: Experience Piemonte, Incoming, Veneria Reale (Torino), Luxury – Design – Wellness
11 -13: Engine - Transnational Project Meeting, EU project, Brussels, Cybersecurity
10 – 12: BuyFood 2022, Fair, Firenze, Food
17 – 20: Benvenuto Vermentino 2022, Incoming, Sassari, Wine
27: A Glass of Italy, Event, Copenhagen, Wine
25 – 28: Tuscany Experience, Incoming, Grosseto – Livorno, Tourism

NOVEMBER

03 – 05: Olioliva 2022, Incoming, Imperia, Food & Wine

11: Navigando verso... Nord, Event, Rome, Scandinavian Market

14 – 18: Incoming Bio BPS - Banca Popolare Sondrio, B2B meetings, Online, Food & Wine

14 – 18: B2B Sardinian Food, Incoming, Cagliari, Food & wine

15: Terre di PISA – A Land to Taste, Event, Copenhagen, Wine

15 – 18: SIMEI, Fair, Milano, Wine & Beverage technology

20 – 22: La Bottarga delle Lagune di Cabras, Incoming, Cagliari, Food

22 -25: Made in Vicenza, Incoming, Vicenza, Goldsmith sector

DECEMBER

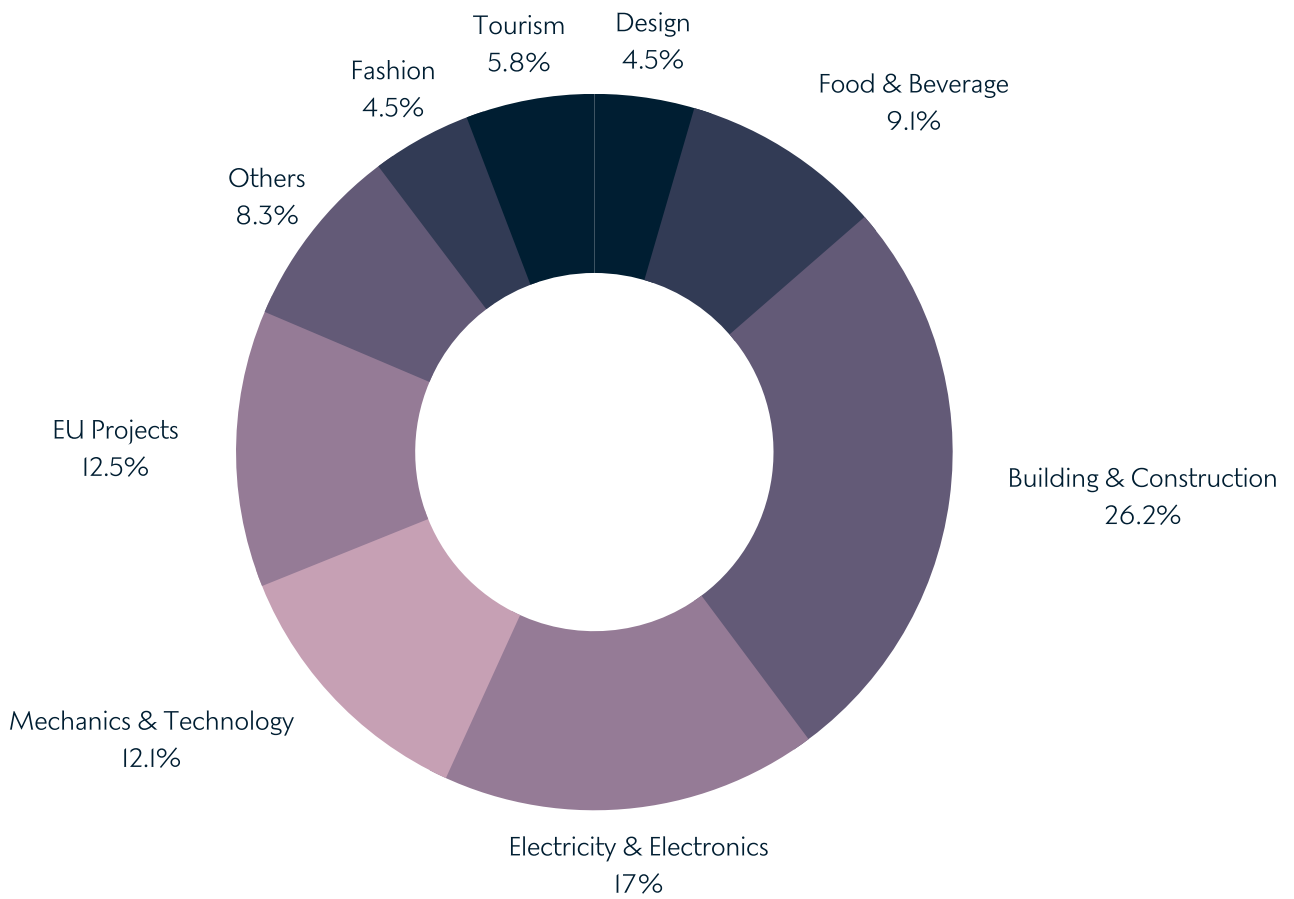
07: Focus on Denmark & Sweden, Webinar, Online, Food & Wine

13: GreenComp Enterprises - Pre Kick-Off Meeting, EU Project, Online, Sustainable Entrepreneurship



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 2022



EVENTS IN DENMARK



The General Secretary Chiara Dell'Oro Nielsen during her speech at 3daysofDesign

An important aspect of Danitacom's mission is to promote products "Made in Italy" on the Danish market both to importers and individual consumers. Italy is the seventh supplier for Denmark; thus, Italian products are highly requested in the country, especially in the sectors of food, wine, design, and fashion, yet also less obvious ones such as machinery and equipment. Thanks to events in Denmark, we are boosting the creation of new partnerships and supporting Italian companies entering the Danish market and developing internationally. During 2022, we had the pleasure of hosting several events in Denmark focusing on various sectors. Following are examples from design, food and wine industries.

3daysofdesign

From June 15 to 17, we welcomed the Italian design brands Foscarini, Liu-Jo Living and Mattiazzi, in Copenhagen for the Danish design event 3daysofdesign. The exhibition took place in the beautiful surrounding at the residence of the Italian Ambassador in Denmark. More than 500 people, both professionals and the public, visited the exhibition. A collateral event was organized, which saw the participation of high-profile keynote speakers.

Meet Frosinone & Latina

From September 14 to 16, building on the success of the previous collaboration, Danitacom hosted Informare – the Special Agency of the Chamber of Commerce of Frosinone and Latina and 15 business realities belonging to several different sectors, such as food and wine, 3D printing, cosmetics and watchmaking, in Denmark for three days of business.

The Italian producers showcased their products, met representatives of Danish companies, and were able to experience firsthand the dynamics of the Danish market.

Glass of Italy

On October 27, for the fourth time, we promoted unique Italian quality wine to both Danish buyers and consumers. The event doubled the size of the previous year, hosting 34 winemakers representing 14 Italian regions and showcasing more than 150 different wine varieties. The event included two master classes and two walkaround tastings, one dedicated to wine business operators and the other one open to the public.

INCOMINGS



Left - Landscape in Grosseto - Tuscany Experience
Center - B2B meeting - Benvenuto Vermentino
Right - Imperia city center - Olioliva 2022

Incomings are truly important for Danitacom; indeed, these trips, characterized by a dual business and leisure soul, offer unique moments to reach out and touch Italy and its landscapes, tastes, knowhow, and sociocultural heritage. Incoming missions focus on specific destinations and aim to extensively present particular aspects and specificities.

In 2022, we had the pleasure of working on twelve incoming missions, each one designed specifically for the selected delegations, to create a perfect match between the chosen area of Italy and the needs of the Scandinavian guests. Following are three representative examples of tours dedicated, respectively, to Italian culture, food, and wine.

Tuscany Experience

From October 25 to 28, DANITACOM organized an incoming mission in Tuscany, precisely in the areas of Livorno and Grosseto, with an ad-hoc program for a delegation of Scandinavian journalists, bloggers, and writers operating in the tourism sector. The team visited a truly stimulating area, characterized by breathtaking landscapes, sparkling beaches, lo-

cal delicacies, and sites with a legendary history.

Benvenuto Vermentino

From October 17 through 20, a delegation of Danish wine importers flew to Sardinia for the eighth edition of Benvenuto Vermentino. The festival offered an entire week of music, cultural performances, food, and wine tastings, aiming at showing Gallura and the Northern part of Sardinia, with their naturalistic corners, local cuisine, and cultural heritage. The guests engaged in more than a hundred B2B meetings with the local producers of Vermentino wines.

Olioliva 2022

From November 3 to 5, a delegation of Danish bloggers selected by DANITACOM was invited to Imperia to taste the freshly pressed olive oil that makes the area famous. The delegation experienced the uniqueness of the city, mingling with locals, visiting master craftsmen's labs, tasting local products, boarding fishing boats, and experiencing the whole olive oil path, from the tree to the table.

FAIRS



Wine importers at B2B meetings during Vinitaly

Recruiting Scandinavian delegations for Italian trade fairs is a crucial part of our job that creates enormous value for both producers and buyers. Furthermore, it also fosters the promotion of the “Made in Italy” concept and appeal in the Danish market. Italy is known worldwide for the unique quality of its products, especially within the food & wine sectors, which also reflects many of the fairs that we participated in during the year. Yet, we were able to match these popular sectors to others, such as tourism, cosmetics, and design. Following are three representative examples of fairs dedicated respectively to wine, natural stones and tourism.

Vinitaly

As every year, from April 10 to 13, Danitacom accompanied a delegation of Danish importers to Vinitaly, the event organized by VeronaFiere, dedicated to wine and its history and culture, always with an eye on innovation. It is one of the most noteworthy wine events in the world, and our delegation labeled it a success. They had the chance to meet producers from all regions of Italy and participated in numerous B2B activities.

Marmomac

From September 27 to 30, once again in collaboration with VeronaFiere, Danitacom supported a delegation of Danish buyers at Marmomac. This is the most important international appointment dedicated to the entire stone production chain. The fair offered the chance to participate in training sessions, discover experimentations in architecture and design projects using stone materials, explore main technological innovations, and meet all the top professionals in the field.

BiT 2022

From April 10 to 12, Danitacom participated with a delegation of Scandinavian buyers in BiT 2022, the international tourism fair taking place in Milan and organized by FieraMilano. In the aftermath of the Covid-19 pandemic, attending this well-known international tourism event was an imperative for the experts of the sector, and Danitacom offered the Scandinavian delegation the chance to reconnect with contacts lost during the previous difficult years, as well as discover new destinations and tourism offers both in Italy and abroad.

ONLINE ACTIVITIES



The Deputy General Secretary Luca Cavinato during a webinar held online

A legacy of the COVID-19 pandemic surely has been the increasing importance of digitalization and the profusion of online activities.

In the previous years, since the situation made it challenging to continue with physical events, many activities have been moved online. In 2022, reality normalized again; however, Danitacom decided to keep using the digital tools as a means to facilitate connections between Italian and Danish companies.

Indeed, digitalization as a working method has become fundamental in business, and we have found that, in many cases, choosing to have an event online is an even better solution compared with physical presence as it saves resources in terms of preparation, economy, and time.

Therefore, during the whole of 2022, we alternated physical events with online activities in order to respond to all the needs and desires of our clients and work fruitfully as an active partner in the creation of business opportunities between Denmark and Italy. The online activities included B2B meetings, webinars, presentations, conferences, and market analysis.

The online events are usually organized in synergy with our partners. Following are two examples of online activities carried out during the year.

Focus: Scandinavia

On December 7, The Chamber of Commerce of Cuneo asked Danitacom to hold a three-hour webinar focusing on the Scandinavian market, highlighting the strengths and hallmarks of Scandinavia's business reality and illustrating the opportunities available for Italian small and medium enterprises. The webinar has been a valuable chance for the participating enterprises to get insights into how to practically start and develop a business and internationalize their product in Scandinavia.

StayExport 2022

Danitacom, in collaboration with Unioncamere and Assocamerestero, developed StayExport 2022, a six-month project that offered informative online seminars focused on various sectorial issues. Danitacom designed an orientation and mentoring course for SMEs motivated to enter the Danish market.

MOBILITY



Students from the Istituto di Istruzione Superiore "R. Lotti - Umberto I" of Andria at Danitacom during a mobility project in Copenhagen

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 in several industry sectors for students, teachers, and young professionals. We provide both companies and interns with opportunities for cultural understanding and self-development.

All the participants staying in Denmark are financed by their institutions 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, and business visits both in-person and virtually for students, teachers, and professionals.

Success stories in 2022

The first story is about Canan. This young professional we helped find an internship at Studieskolen, fell in love with Denmark and her new work environment. The company also fell in love with her. Consequently, the internship turned into a paid job opportunity, and now she is working there as a teacher.

A second example is about a school trip. A group of students from the Italian high school "R. Lotti – Umberto I", were rewarded with a school trip to Copenhagen in November 2022, where they could not only explore the city and its cultural-artistic heritage, but also experience a taste of the Danish market and the country's work culture. The group, indeed, visited five institutions and companies in the area. Their agenda was extremely varied because the institutions, operating in different fields such as culture, business, education, and media, were able to spotlight different aspects of the Danish business dynamics. The students seized this week with enthusiasm and declared it a driving force for their personal growth.

EUROPEAN PROJECTS



Co-funded by the European Union

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

This is due to the fact that taking part in European projects gives us the opportunity to contribute to the common European effort to solve burning issues of today's world. We do it with knowledge creation and the design of innovative tools to solve European challenges and spread awareness and useful insights.

Being active in the development of European projects also gives us the chance to advance a "European identity" that can be shared by our stakeholders all over Europe.

Finally, these projects help us enlarge our international network with public bodies, research centers, trade associations, SMEs, and many other organizations. It is, therefore, an activity that allows us to grow and develop in many ways.

Following are two examples of the several European projects we worked on this year.

ENGINE

The project "ENGINE - Cyber Security for European SMEs" came to an end with the fourth and last international meeting in Bruxelles, on October 11 - 13. The project aimed at enhancing awareness of digital perils in the work environment, providing concrete tools for SMEs in their fight against cyber-attacks. The tangible result of the project is an online platform with a free training course on cybersecurity. We immediately sought to keep its legacy alive, sharing the knowledge created with the entire Danitacom team, through a lecture organized on the Chamber's premises.

GreenComp Enterprises

Danitacom is pleased to announce that it is the coordinator of a new European project called GreenComp Enterprises, which aims to support entrepreneurs and start-uppers by providing them the opportunity to develop and improve their skills in sustainable entrepreneurship. With the pre-kick-off meeting, which took place online on December 13, the seven European partners were enthusiastic to embark together on this journey.

MAIN CONSTRUCTION PROJECTS OF OUR CLIENTS

ODENSE UNIVERSITY HOSPITAL (OUH)

Promoted by the South Denmark region, the project is expected to be completed in 2026 and become Denmark's largest hospital built from the ground up.

FIGURES

Total area: 250,000 m²

Value: 7 billion DKK

Client: Region of Southern Denmark

Construction schedule: 2019 - 2026



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 m².

FIGURES

Total area: 177000 m² (130000 m² additional building)

Value: 4 billion DKK

Client: Region Sjælland

Construction schedule: 2015 - 2025

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 m²
Construction schedule: 2020- 2026

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

FEHMARNBELT

The Fehmarnbelt is a colossal project consisting of the construction of the longest immersed tube tunnel in the world, which will connect Denmark to Germany in just 10 minutes.

FIGURES

Value: 55.1 billion DKK

Total area: 18 km underwater and 7 km on land

Construction schedule: 2020 - 2029



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 support companies from multiple sectors in search of counterparties, such as manufacturers, buyers, suppliers, and agents in Italy and Scandinavia.



Danitacom's General Secretary Chiara Dell'Oro Nielsen during a visit to the construction site of Fermhen Belt

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

We constantly leverage the use of digital tools to ensure our clients the most efficient and effective service, using state-of-the-art methods and ensuring readiness and rapidity. We strive to stay constantly up to date to offer precise support and provide results that are in line with the latest changes in the regulations of both countries. As an example, we have enhanced our fiscal services introducing "transfer pricing" to ensure continued compliance with evolving systems.

300+ B2B-meetings organized

100+ I-I tailor-made services

PROMOTING "MADE IN ITALY"

The outstanding quality of "Made in Italy" makes it a brand that can easily sell itself. In fact, according to the latest statistic, Italy is the world's ninth-largest export economy, with an export amounting to approximately €392.9 billion, thanks to sectors such as mechanics, automotive, pharmaceutical, textile, clothing, 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 closely with Italian Chambers of Commerce in Italy, Italian regions and provinces, and business organizations such as Confindustria and Confartigianato, collaborating to arrange B2B and B2C activities, promotional events, and incoming and outgoing missions.

We recruit buyers and exhibitors from Scandinavia to attend Italian trade fairs in several sectors, arranging tours for them to visit such exhibitions as necessary and always being present to support and mediate.

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 in 2022, regarding these types of activities were food and wine, design, tourism, and fashion. We integrated physical events with online ones to attract new potential stakeholders, engaging them while also saving their time and energy.

To remain relevant, Italy must be up to date and follow the evolution and digitalization of international consumers and markets, while still offering 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, and we strive to convey professionalism and proactiveness to attract more and more companies to spread their brands in Scandinavia.

Therefore, in 2022 we took part in several projects in collaboration with trusted Italian partners, including the Chambers of Commerce of Cagliari-Oristano, Firenze, and Frosinone-Latina.

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

In doing so, we were supported by our membership in the network of the Italian Chambers of Commerce Abroad and deeply rooted in the Scandinavian network of institutions as well. Therefore, we could - and we will - effectively put in place large-scale international advertising campaigns.

19 Online events

8 Events in Denmark

12 Events in Italy

13 Fairs in Italy



Example of an Italian product showcased in the Danish market. The outgoing mission MEET FROSINONE & LATINA was a chance for 15 Italian producers to show their products in Denmark.

FOCUS 2023:

In 2023, alongside the leading sectors within which we operate, such as food and wine, Danitacom aims to expand its range of activities to other industries, in particular design and fashion.

Therefore, the beginning of the next year will see a new partner collaborating with Danitacom: Riva del Garda Fierecongressi SpA. The synergy will focus on the development of two very attractive appointments for the shoe and leather business. Danitacom, indeed, will select and invite a delegation of Scandinavian experts to both the winter and the summer edition of Expo Riva Schuh & Gardabags, one of the main international trade fairs in the fashion sector.

Some news will also occur within the panorama of the incoming missions. Firenze Fashion 2023 will consist of a business tour presenting a new concept. In collaboration with PromoFirenze-The Special Agency of The Chamber of Commerce of Florence, the project will be designed to offer an agenda of company visits and B2B meetings that will reach an ideal match between the hip fashion district of Florence and exclusive Danish brands. Firenze Fashion 2023 is perceived as a great starting point for deepening our connections in the Danish fashion sector.

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 2022, the HR department welcomed a new member, Nicole Beltrame. Initially, she spent a period at Danitacom as an intern. When the internship ended, she was hired in the Danish office to keep contributing with her passion and her hard work to overcome barriers between Italy and Denmark.

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

8286 Payslips issued

900 New Employees managed

60 Companies assisted

12 New services

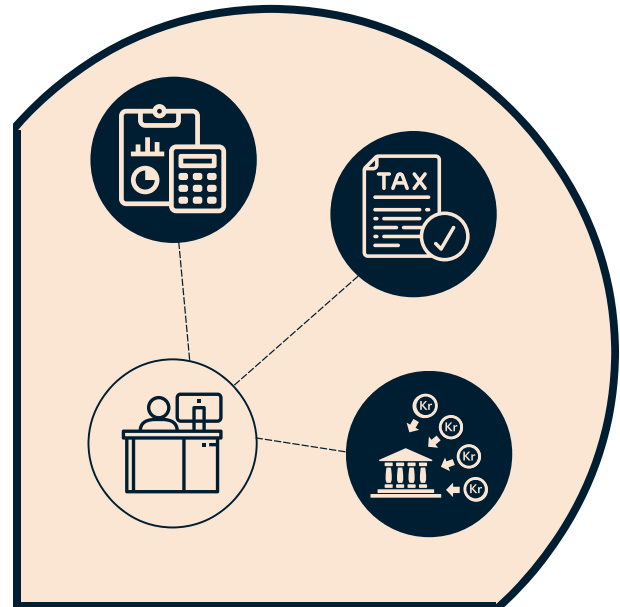
ACCOUNTING ASSISTANCE

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, Giorgio Napoli and Francesco Filippo Pezzella, the accounting department kept growing in 2022! They give us great support in managing clients from our office in Rome.

With particular specificities and rare knowhow that present a combination of expertise in both Danish and Italian systems, accounting services are highly requested, and the department will keep expanding in 2023.



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
- Transfer Pricing - NEW SERVICE

LEADING AND PARTICIPATING IN EUROPEAN PROJECTS

Every year the European Union funds innovation projects and research to foster knowledge creation and dissemination across Europe.

Participating, both as a coordinator and a partner in these projects, allows Danitacom to exploit a great number of potential benefits. First, it is a chance to finance the "Research and Development" aspect of our company while developing our service portfolio.

Moreover, it is an activity that helps reinforce our knowhow and places ourselves perpetually at the cutting edge of the current times in different areas of expertise.

Finally, through collaboration with different European entities, such as institutions, public bodies, research centers, trade associations, and many other organizations, we can integrate our network with new experts and partners, at the same time strengthening our brand image across the whole of Europe.

During 2022, Danitacom worked, both as a coordinator and a partner, on four different European Erasmus+ projects.

Marher

Danitacom served as the coordinator of "MARHER – Heritage marketing for competitiveness of Europe in the global market." The project, started in 2019 and completed during the year, focused on Heritage Marketing and Storytelling. MARHER's objective was to identify key competences of a new professional, innovative, and creative figure, able to make the most out of a business's values and stories: the Heritage Marketer. On May 31, 2022, Danitacom hosted the final meeting of the project.

Marher has been nominated, by the Danish National Agency, one of the three finalists of "European Innovative Teaching Award." The winner will be proclaimed this fall.



ENGINE

Danitacom was the coordinator of "ENGINE-E-leadership maNaGers IN Europe."

This project began in 2020 and ended in Brussels on October 13, 2022, with the last Transnational Project Meeting. The project aimed at increasing the awareness of cybersecurity and improving cybersecurity management skills in European SMEs.

Indeed, the current highly digitalized world requires businesses to demonstrate competences in cyber risk management and assessment. Although cyber perils are extremely dangerous for firms from both financial and data security perspectives, the awareness of these risks is still underestimated.

This was exactly the focus of the project, which, through the development of a training course and a set of guidelines targeting European SMEs on how to implement cybersecurity and blockchain tech, contributed to the promotion of e-leadership and the creation of a new generation of managers capable of handling cyber-attacks.

GOOD TO KNOW

From the beginning, ENGINE was designed to leave a strong and long-lasting legacy once completed. The ENGINE Training Platform hosting the online training course in cybersecurity for entrepreneurs and employees of SMEs is and will remain available for the next five years.

Danitacom's commitment to keep this legacy alive was seen in December 2022, when it arranged a seminar on its premises to spread awareness of cyber risks and digital security among all employees, inviting professor Nicola Dragoni, head of the department of applied math and computer science at DTU and a partner of the ENGINE project, to lecture.



GreenComp Enterprises

GreenComp Enterprises is a new project officially started during the last month of 2022.

The seven partners from six European countries met online for the first time, in December 2022, to introduce the project and schedule the first steps to undertake.

Danitacom is the coordinator of this biennial project, that, according to the timeline, will be completed in 2024.

GreenComp Enterprises aims to support entrepreneurs and start-uppers by allowing them to develop and improve their skills and competences in sustainable entrepreneurship and supporting them during the process of launching their own sustainable businesses.

The GreenComp Enterprises mission will be achieved by developing innovative learning materials and implementing hybrid training programmes as well as peer-to-peer mentoring.

The learning material to be developed under the project will be the "Business Sustainability Handbook" and, based on it, an innovative digital tool to enhance the participation of entrepreneurs and professionals, who do not have access to or time for in-person trainings, in sustainable entrepreneurship le trainings, in sustainable entrepreneurship learning.arning.

The first step in the unfolding of the project was the "Kick-Off Meeting", held in Copenhagen at the beginning of 2023.



GreenELEMENT

Danitacom is one of the six European partners committed to developing the "Green Ecological LEad for sMall and MEdition-size eNterprizes" project.

The project aims to encourage small- and medium-size enterprises belonging to different sectors to embrace sustainability. It also aims to empower their leaders to face the challenges of today's environmental issues.

Today, it is fundamental that managers of modern businesses understand that sustainability has become a business imperative, and that, consequently, following sustainable strategies and fully integrating environmental actions into their businesses is necessary for them to survive and flourish. GreenELEMENT focuses exactly on supporting managers and leaders of SMEs, designing activities to improve their key competencies in green leadership.

The project started in 2022 and will last for two years.

PROMOTING INTERNATIONAL STUDENT AND ADULT LEARNING MOBILITY

The goal of learning mobility opportunities is to encourage the professional and personal development of students, trainees, apprentices, young adults, youth workers, and staff by spending a period of time working and/or studying abroad.

In today's highly globalized world, it is increasingly critical to have cross-cultural competences and avant-garde technical skills, to be identified in the labour market as strongly employable. Indeed, from mastering a new language to fostering cultural understanding and training in problem-solving skills, mobility has been demonstrated as a key experience for younger generations.

Believing in the power of international experiences, Danitacom has been organizing learning mobilities since 2010. The network we have created with institutions, universities, schools, and companies makes us the perfect bridge for both Italian and other European entities and individuals willing to experience a professional life in Denmark.

65

Internships

11

Partner Schools

FOCUS 2023:

For 12 years, Danitacom has actively contributed to the exchange of knowledge and expertise through the arrangement of internships and learning mobilities from Europe to Denmark. In 2023, this activity will be extended to promote learning mobility opportunities in the other direction, thus from Denmark to Italy.

We have already set in motion the official program, with the selection of new partnerships with schools, universities, and institutions to make these types of exchange possible.

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 2023:
The majority of our members are also our clients.
In 2023, we will dedicate energy and time to attracting of more organic members, who believe in Danitacom's mission and support its activities.

107	Associate Members
28	Business sectors represented
50	Italian Members
55	Danish Members
2	Members from other countries

SOME OF OUR MEMBERS:



CAMERA
DI COMMERCIO
INDUSTRIA
ARTIGIANATO
E AGRICOLTURA
DI TRENTO



Metro Service



AVVOCATI



THE FUTURE

THE FUTURE

Throughout the years, Danitacom has experienced sustainable and organic growth. To keep up with this vibrant pace in 2023 and beyond, we are planning, for the year to come, to strengthen our position in the Danish market, deepen our roots in the Italian system, and finally, foster our visibility at the European level.

A thoughtful and systemic strategy is already ongoing to reach these goals. It is based on the design and implementation of multiple activities operating on different fronts.

Mobility from Denmark to Italy

Alongside all the already existing mobility projects organized by Danitacom to support Italian students and new graduates through internships, school trips, and company visits in Denmark, beginning in 2023 Danitacom will offer the same service in the opposite direction. We will collaborate with Danish universities and schools to organize study trips, internships, and business visits to Italy. The new service will be dedicated to both school personnel and students and serve as a tool to foster their intercultural understanding and professional skills through the meeting with Italian entities.

Export

Danitacom already operates daily to facilitate connections between Italian and Danish companies, through the planning and execution of incoming missions and business trips, with Danish importers traveling to Italy to attend trade fairs and visit companies. In 2023, we aim to expand this service, opening it up to production and location scouting. The former consists of the selection of units, such as

factories, workshops, and laboratories, to produce Danish customers' goods. The latter embodies the choice of optimal facilities to become branch offices, warehouses, or private factories for Danish clients.

Business trips

Another related service provided by Danitacom from 2023 will be the planning and realization of trips to Italy for business targets, such as companies and management groups. Each trip will be different and will follow a tailor-made program matching the needs and desires of each client. Ad hoc experiences such as team building activities, company visits, meals in top-notch restaurants, and guided tours will be perfectly designed and offered to Danish clients looking for an experience in Italy that combines two souls - one business and one leisure.

European projects

To enhance our visibility at the European level and keep building ties with European partners, Danitacom intends to invest in the acquisition and development of more European projects. The focus will not be only on the Erasmus + projects; a broader array of projects funded by the European Union will be taken into consideration. The ultimate goal will be the pursuit of a Horizon Europe program for research and innovation.



DANITACOM

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