

INVITATION



# SMART COUNTRY DENMARK

DIGITIZE PUBLIC SERVICES IN GERMANY

20-22 NOVEMBER 2018



## The Danish Prime Minister will lead a Danish Official Trade Promotion in Germany

Denmark is the exclusive partner country of the first German Smart Country Convention. The organizers have selected Denmark as digital frontrunner nation to inspire Germany on how to utilize digitization to create a strong and sustainable growth economy and an effective and well-managed public sector. On this occasion, the organizing team is pleased to invite Danish companies to join the business delegation headed by Prime Minister Lars Løkke Rasmussen.

# DANISH TRADE PROMOTION IN GERMANY NOVEMBER 2018

## SMART COUNTRY DENMARK

### WHY GERMANY? WHY PUBLIC DIGITIZATION?

Public digitization is top of the agenda in Germany. While a digital transformation is well underway in the private sector, there is a clear recognition that the public sector is lagging behind and needs to catch up, if the German economy is to remain competitive. The coalition agreement of the German government has a strong focus on digitization aiming at nationwide expansion of gigabit infrastructure as well as provision of digital public services. This provides a great market potential for high-performing Danish companies providing digital solutions to the public sector.

### SMART COUNTRY CONVENTION – PARTNER COUNTRY DENMARK

Digitization of public services is a comprehensive, joint task for the federal government, the 16 German states, 11 000 municipalities, and thousands of public utilities. That is why 10 000 participants from the political scene, federal and state level, municipalities, and a large number of organizations, authorities, utilities, and businesses will convene at the first-ever Smart Country Convention (SCC) for three days of exhibitions, talks, conferences, and workshops.

Denmark is exclusive partner country of SCC and Smart Country Denmark will be show-cased throughout the convention – in speeches, talks, conferences, and workshops as well as in the exhibition area.

### SECTOR FOCUS

The presentation of Smart Country Denmark revolves around three main themes to ensure focus and critical mass. The ambition is to present established and tested digital solutions from Danish companies that meet and inspire German needs for digitized public services.

#### FUTURE OF WORK

Smart Government, Digitization of Public Sector Administration, Digital Infrastructure, Citizen Services & Data Management, Smart Education & Edutech

#### SMART HEALTH

eHealth, Telemedicine, Medical Devices & Robots, Welfare Technologies

#### SMART URBAN SOLUTIONS

Digitization of Energy, Water & Waste, E-Mobility, Smart Living, Smart Metering, Smart Construction

For further information on Danish sector tracks, please visit: [danishofficialvisit.dk/germany2018](http://danishofficialvisit.dk/germany2018).

### GERMANY AT A GLANCE

Population:

82.3 million (2018)

Capital Berlin:

3.6 million (2018)

Federal republic:

16 member states

Parliament:

709 members

Largest member state:

North Rhine-Westphalia, 18 million

Smallest member state:

Bremen, 0.6 million

GDP:

3,263.35 billion EUR (2017)

GDP growth:

2.2 percent in 2017 with an estimated growth of 2.3 percent in 2018

### FACTS AND FIGURES

87 percent of the German population aged 10+ are online.

In 2016, 53 percent of the population aged 16 to 74 in Germany used online banking services. In Denmark, that number is at 88 percent.

Germany, the biggest economy in Europe, ranked 14th in the EU Digital Economy and Society Index 2018. 39 percent use eGovernment solutions and only 7 percent use eHealth solutions.

2/3 of the Germans consider digitalization to be more of an opportunity than a risk.

Germany currently captures just 10 percent of the global digital potential according to McKinsey Global Institute.

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## TENTATIVE PROGRAM

The program runs over three days from the 20th to 22nd of November 2018. During the three days, the Trade Promotion organizes joint activities as well as separate sector-specific activities. At the same time, Danish participants will be able to take part in the many other activities, conferences and workshops taking place during Smart Country Convention and gain first-hand impressions of the digital agenda in Germany as well as new network contacts.

Show-casing Smart Country Denmark is at the core of the trade promotion and hence of the program. We will tell the story of digitization in Denmark and present our digital solutions through speeches and talks, Danish conferences and workshops as well as a joint Danish network and exhibition area.

ACTIVITY		
FUTURE OF WORK	SMART HEALTH	SMART URBAN SOLUTIONS
<b>MONDAY, NOVEMBER 19TH</b>		
Arrival in Berlin		
Check of networking and exhibition area at CityCube		
Welcome briefing at the embassy		
<b>TUESDAY, NOVEMBER 20TH</b>		
Opening of Smart Country Convention by German Minister of Interior Horst Seehofer and Danish Prime Minister Lars Løkke Rasmussen		
Opening of the Danish exhibition area by Danish Prime Minister Lars Løkke Rasmussen		
All day: participation in SCC conferences and workshops		
Workshop	Speech by Danish Minister for Health*	Talk on the Danish Stage
	Conference	
Grand dinner with German Chancellor Angela Merkel* and Prime Minister Lars Løkke Rasmussen*		
<b>WEDNESDAY, NOVEMBER 21ST</b>		
All day: participation in SCC conferences and workshops		
Conference	Workshop	Talk on the Danish Stage
Speech by Danish Minister for Public Sector Innovation*	Speech	
Reception		
<b>THURSDAY, NOVEMBER 22ND</b>		
All day: participation in SCC conferences and workshops		
Talk on the Danish Stage	Talk on the Danish Stage	Conference
		Speech by Danish Minister for Energy, Utilities and Climate*
		Speech
		Workshop
Departure from Berlin		

\* To be confirmed.

Please note that the final program will be adjusted according to the overall profile of the companies joining the delegation.

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## SECTOR FOCUS

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### FUTURE OF WORK

The future of work sector covers the changing working conditions in the public sector and also focuses on digitization of the educational system.

**SMART GOVERNMENT** // When it comes to digitization of the public sector administration, there is an increasing political awareness of the urgent need for the public sector to enter the digital age in order to retain German competitiveness. In the summer of 2017, Germany passed a change in the constitution that allows for a federal digital portal. The ambition is to make approx. 500 online public services available on the portal before 2022.

**SMART EDUCATION** // Digitization of Germany's educational system is another high priority with the purpose of preparing younger generations for the digital job market. Digitization at all levels of education is essential, including digital education and training, digital infrastructure, and technical equipment.

Under the common strategic headline "educational push for the digital knowledge society" Germany has been running prototype projects in several schools to test digital solutions since 2016.

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### SMART HEALTH

Health care is a major topic on the German agenda for digitization of public services. Workflows need to be updated, services need modernization, and the health care sector is facing an acute lack of skilled staff. Germany spends 11.3 % of German BNP and 4.330 EUR per capita on health. This is one of the highest shares in the world and health expenditures are increasing (almost 5 % from 2016 to 2017) due to demographic changes.

There is a strong awareness that the health care sector in Germany needs to be modernized and the position of the German government is clear: digitization is and will continue to be a decisive driver for Germany's health care system.

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### SMART URBAN SOLUTIONS

The German energy transition called "Energiewende" is one of the largest domestic policy projects in the country. The government has set itself the goal of phasing out nuclear power by 2022, increasing the share of renewable energy in electricity consumption to 80 % and reducing energy consumption by 50 % in 2050 compared to 2008. The project involves fundamental changes at many levels in the German energy system within, for instance, energy production, distribution, energy savings, the heating sector, and sustainable mobility.

Digitization is vital to a successful energy transition. It offers a multitude of opportunities and new business areas, including intelligent connectivity of infrastructures. This also goes for water supply, wastewater treatment, and waste management, which are all public services in Germany. The annual investment volume of 6-7 billion EUR in water supply and waste water treatment are going into smart metering, energy efficiency, and flooding solutions. Similarly, digital solutions are needed to increase efficiency in German waste management. The waste management system rests upon a highly complex infrastructure and has substantial ambitions in terms of increased recycling.

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# DANISH TRADE PROMOTION IN GERMANY NOVEMBER 2018

## PRICE

The fee for participation is DKK 28,000 per company. The fee is based on 35 participating companies and a subsidy from The Trade Council.

## WHAT IS INCLUDED?

- Participation in all Danish activities at Smart Country Convention.
- Part of the Danish networking and exhibition area at Smart Country Convention in CityCube Berlin.
- Representation in either a conference, a workshop or on the stage in the Danish networking and exhibition area.
- Participation in the Danish-German Grand Dinner with up to eight participants, incl. guests, per company.
- Participation in Reception with up to six participants, incl. guests.
- Up to eight entrance tickets to Smart Country Convention per company, for company employees or contacts / guests.
- Targeted invitation of relevant partners, potential customers and decision makers for relevant events.
- Welcome briefing at the Danish Embassy in Berlin.
- Opportunity to attend all stage talks, conferences, and workshops during SCC, thereby getting access to first hand impressions of the digital agenda in Germany as well as new network contacts.

## WHAT IS NOT INCLUDED?

Hotel and travel is not included but can be arranged through BCD Travel, if you wish so. Please contact BCD Travel by email: [delegation@bcdtravel.dk](mailto:delegation@bcdtravel.dk)

Targeted partner and customer search as well as individual pre-arranged meeting bookings are not included.

## WHAT CAN BE ADDED?

If you need assistance for market research, targeted partner and customer search or for booking meetings in advance, please contact The Trade Council Germany for a tailor-made offer.

## HOW TO SIGN UP

Please complete the online registration form no later than September 3rd 2018:

[danishofficialvisit.dk/germany2018](http://danishofficialvisit.dk/germany2018)

Upon registration, you will receive a confirmation of your participation and newsletters with relevant information. The organisers will contact you to clarify wishes and expectations.

### Hotel and travel information

Upon registration, you will receive a travel proposal from BCD Travel, who will assist you further. Please contact BCD Travel by email: [delegation@bcdtravel.dk](mailto:delegation@bcdtravel.dk)

## FURTHER INFORMATION

For more information on sector tracks and general information on Germany:

[danishofficialvisit.dk/germany2018](http://danishofficialvisit.dk/germany2018)

For information on Smart Country Convention:

[smartcountry.berlin](http://smartcountry.berlin)

You are most welcome to contact the organizing team:

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EMBASSY OF DENMARK



Confederation of Danish Industry

DANSK  
ERHVERV  
Danish Chamber of Commerce

