

# do. business with **Aarhus**

Business  
Aarhus

*An introduction to the business  
conditions in Aarhus, Denmark*

**Aarhus provides an ideal platform to create and deliver innovative products and services to your customers.**

**Our city is experiencing unprecedented growth, and the business climate in Denmark is among the best in Europe according to international rankings. Come join us!**

## **AARHUS IN SHORT**

- The second largest city in Denmark with 1.2 million inhabitants in Greater Aarhus
- Home to 50,000 students and a university ranked in the top 100 in the world among 17,000 universities worldwide
- Innovation hubs for cleantech, food, tech, healthcare, design, architecture and fashion
- Two airports within a one-hour drive with popular international destinations
- Denmark's international container port (56% of Denmark's total container traffic)
- Home to many international companies with global R&D centers: Arla, Bestseller, Danish Crown, DuPont, Google, IBM, Johnson Controls, JYSK, Lego, Siemens, Uber and Vestas
- Aarhus is a multicultural city with 17% foreign-born residents

## **AARHUS OFFERS YOU**

- The most business-friendly climate in Europe (World Bank)
- Excellent recruitment possibilities – highly qualified people for all positions (IMD)
- A flexible labour-market and the highest worker motivation in the world (IMD)
- The highest start-up survival rate in Denmark (DST)
- A liveable, compact city with modern infrastructure and where distances and transportation times are short
- A vibrant, thriving urban community in one of the world's happiest countries (WHR), characterised by income equality, healthy life expectancy, social support, freedom, trust and generosity
- A popular city for international meetings and events, ranked in the top 100 in the world (ICCA)





**“ The most  
business-friendly  
climate in Europe.**

World Bank

# A CITY OF THE FUTURE

**Expand your business at the cutting edge of innovation.**

In Aarhus, we are constantly rethinking how we do business and how to create the best conditions for businesses. The entire urban region is growing, and new knowledge hubs, innovation centres, infrastructure and technological solutions are developing fast.

Our shared vision is to create solutions to global challenges. Aarhus University is at the forefront of creating these solutions along with the innovation hubs of Aarhus, within the fields within the fields of cleantech, food, healthcare, tech, design, architecture and fashion.

What really sets Aarhus apart from other European cities is our long tradition of collaboration between companies, research and users as well as our flat hierarchy. This tradition, combined with an interdisciplinary and user-oriented

approach to development, is one of the main factors driving the strong innovation culture in Aarhus.

The city shares a belief in the power of rethinking to make a real difference. For example, through a mix of public solutions, public participation and close cooperation with the business and industry, Aarhus will be completely carbon-neutral by 2030.

Another ambitious future goal is found in tourism. The revenue of tourism has grown impressive over the past few years. From 2011 to 2016 alone, it has grown by 63 percent. And the aim is to double tourism in Aarhus in 2025 by investing in infrastructure, hotels and tourist attractions.



**“ Aarhus is an open and innovative city with a great diversity of people. These strengths help us to maintain growth and development.**

Jacob Bundsgaard,  
*Mayor of Aarhus*









# THE BEST PEOPLE ARE EASY TO FIND

**Go headhunting in a city with the world's best motivated and future-proof workforce.**

It's easy to find the right candidate for the job in the best-educated city in one of the world's most well-educated countries. In Aarhus, talent is plentiful and easily available.

The Danish labour market as a whole ensures your business flexibility and scalability. Denmark has some of the most flexible employment laws in the world, which reduces the costs of scaling operations in tune with market demands.

Self-dependence is at the heart of Danish business culture. Employees are skilled problem-solvers and eager to take on responsibility. In R&D units and service and production facilities alike, self-managing teams are common. These teams plan and manage their day-to-day activities with a high degree of independence and achieve their business targets with minimal managerial intervention. In short, with its foundation in creative thinking, self-dependence

and end-user focus, the Danish approach is ideal for uncovering new business opportunities, products and services.

## DON'T JUST TAKE OUR WORD FOR IT...

- Our population is the no. 1 future workforce in the world  
World Economic Forum
- The Danish talent has the second-best overall performance in the world  
IMD Talent
- The world's highest will to delegate authority among the population  
World Economic Forum
- The best motivated workforce in the world  
IMD Talent
- Population with the second-best language skills in the world  
IMD Talent

# GROWING TALENT

## Education as a platform for progress.

Education is a key focus area and an important asset for Aarhus. In a city of more than 50,000 students, it has one of the highest concentrations of students in northern Europe, and the average level of education is twice as high as in the rest of Denmark.


Aarhus University is among the 100 best universities in the world and its consistently international environment attracts talent from all corners of the globe. Our knowledge clusters within energy, healthcare, food, tech, design, architecture and fashion ensures that local and international students learn from world-leading experts.

With more than 150 different degree programmes and a tradition for close collaboration between researchers, students and companies, Aarhus is a great recruitment base for knowledge-intensive businesses worldwide.

DALE'S CAFE







**“ BEUMER Group has been located in Aarhus more than sixty years, which has ensured direct access to highly qualified employees who help us accelerate growth. The high educational level and innovative mindset in Aarhus gives BEUMER Group the competitive advantage we need to succeed.**

Klaus Schäfer,  
Managing Director, BEUMER Group A/S



**“ Aarhus is a very green city with plenty of opportunities, such as the international school and International Community. Raising our child in an international setting is very important to us.**

Venkat Chalapati  
Employee at Vestas and  
expat from India





# YOU AND YOUR FAMILY ARE WELCOME...

## **...in a safe city that welcomes internationals with open arms**

According to international rankings by IMD, Denmark is one of the best countries in the world when it comes to quality of life. Aarhus offers a high standard of living, excellent work-life balance and a safe environment for your family and children. High-quality daycare is easily accessible and relatively inexpensive, which means that career ambitions and a fulfilling family life can be easily combined.

In Aarhus, distances are short, and all you really need to get around is a decent bicycle. Beaches and woodland parks, the waterfront, the university and the city centre are all within easy reach. Aarhus is perfect for anyone who enjoys both the bustle of city life and the tranquility of nature in equal measure.

## **Aarhus after hours**

When the working day is done, there's plenty to do in Aarhus. The city has a rich cultural life and world-class music venues, theatres and museums, including ARoS, Moesgaard Museum and The Old Town. If you are more of an outdoor type, you can also explore the sea, stunning

beaches and woodland parks close to the city centre. Activities like running, kayaking and cycling are always right around the corner.

## **A WELCOMING INTERNATIONAL COMMUNITY**

International Community is a professional and social network for expats and their families. The network offers a variety of services, such as social activities, practical assistance, a spouse network and job assistance. To get settled and to get your paperwork in order, visit our International Citizen Service: A one-stop shop for expats.

[internationalcommunity.dk](http://internationalcommunity.dk)  
[newcitizen.dk](http://newcitizen.dk)

## **INTERNATIONAL EDUCATION AT ALL LEVELS**

Aarhus offers international families IB-certified kindergarten/preschool and primary/secondary school (IB Primary Years, IB Middle Years and IB Diploma). Aarhus University, VIA University College and other higher educational institutions offer a variety of Bachelor, Master and PhD programmes taught in English and according to international standards.

[aarhusacademy.dk](http://aarhusacademy.dk)  
[kochs.dk/international](http://kochs.dk/international)  
[aarhusgym.dk/ib](http://aarhusgym.dk/ib)  
[baaa.dk](http://baaa.dk)  
[en.via.dk](http://en.via.dk)  
[international.au.dk](http://international.au.dk)

# WORKING SMARTER TO REACH FARTHER

**Productivity, R&D and flexibility turn great ideas into solutions with global impact.**

In Denmark, we reward knowledge and ideas. We believe that functionality, choice of materials, quality and customer/end user involvement are at the heart of developing premium products. Our ability to innovate, combined with high productivity, makes our solutions highly competitive in a global market.

According to a benchmark study from IMD, Denmark is a world leader when it comes to R&D and productivity. The companies in Aarhus excel at combining innovation and efficiency. That is why numerous international companies have chosen to locate their centres of excellence here. Denmark – and Aarhus – are ideal test environments for high-

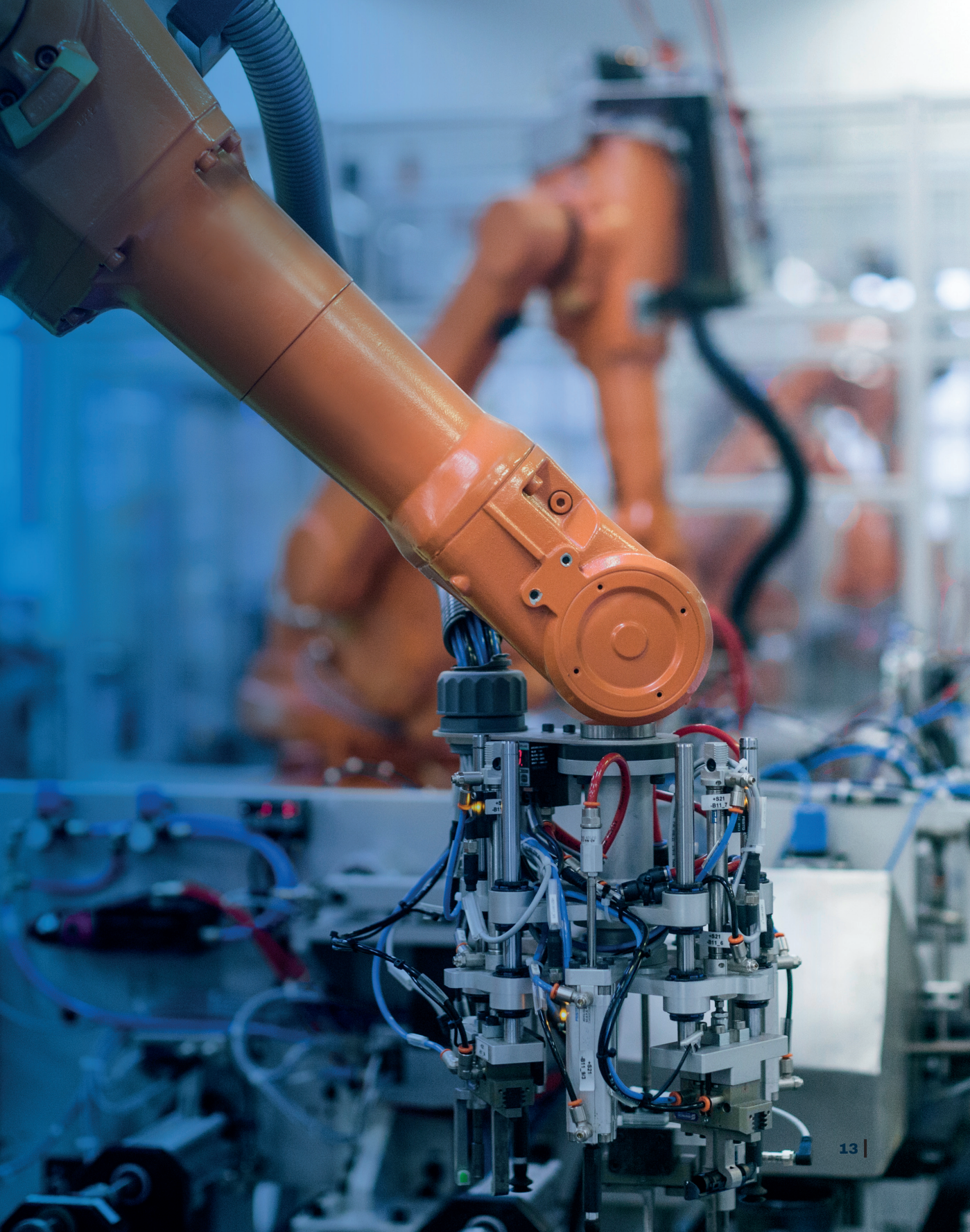
tech companies aiming to perfect products, R&D efforts, technology implementations or development and testing of new business models. Here are three good reasons:

- According to WIPO, Danish citizens are the most skilled users of information and communication technologies in the world.
- The public sector organisations in Aarhus are open to public/private innovation partnerships, which can give your business a platform for developing and testing your product.
- The unique synergy between industry and our top-ranked research institutions puts innovative strength right at your fingertips.

**“ Intelligent solutions require working intelligently. A close cooperation between R&D, the production and our customers and a high level of automation means that we can deliver innovative technology of high quality efficiently, which creates great value for our customers.**

*Kim Lehmann  
CEO, Kamstrup*







# FOR STARTUPS AND SCALEUPS

**A strong internationally-oriented startup ecosystem provides startups and scaleups with optimal conditions for success.**

Aarhus has a dynamic startup scene with a great collaborative atmosphere and a large number of inspiring co-working spaces for entrepreneurs. The spaces provide great facilities and a quick and easy way for entrepreneurs to find partners.

Aarhus offers easy access to knowledge to help you succeed with your business. The majority of the publicly funded business services are located in Aabogade 15, 8200 Aarhus N, which makes it easy to get all the help you need in one place. These services provide advice on appropriate steps for startups and scaleups in Denmark as well as know-how and financial opportunities related to funding and internationalisation.

At Startup Aarhus (STARTVÆKST Aarhus) you are welcome to attend both the regular free general introduction events for English-speak-

ing entrepreneurs on how to start a business in Aarhus, and the regular Specialist Meetings, where you can get free advice from lawyers, accountants, and specialists with different areas of expertise.

All entrepreneurs can also sign up for free one-on-one business guidance at Startup Aarhus. Whether you are self-employed, a freelancer, a traditional entrepreneur or an IT startup with growth ambitions – Startup Aarhus can help you.

Entrepreneurs establish more than 1,200 companies each year in Aarhus, and 5,700 in Greater Aarhus. Aarhus' ambition is to continue developing as a very attractive city for entrepreneurs, based on a strong talent pool, state-of-the-art competences, and a fun, stimulating collaborative atmosphere.



## FACTS

- Aarhus has the highest startup survival rates in Denmark
- For over 5 years, Aarhus startups have created more than 8,500 new jobs in Aarhus
- In Denmark, companies benefit from easy 'plug 'n' play' registration and can be ready to do business within a few hours.
- All free individual and group business development services for entrepreneurs and companies are taught in both Danish and English

## LET US HELP YOU GET STARTED

[startaarhus.com](http://startaarhus.com)

**“ At Startup Aarhus I was given the advice to go all in – to do what I’m most passionate about. It is the best advice I’ve ever been given.**

Aviaja Borup  
Entrepreneur, CxD, Aarhus

# A MODERN PORT FOR ALL PURPOSES

**The Port of Aarhus is Denmark's largest container port, with a central location, internationally and domestically.**

The Port of Aarhus is located on the eastern edge of the city facing the Bay of Aarhus. The Port of Aarhus and the port-related companies together constitute a maritime cluster that embraces all aspects of services in a modern, state-of-the-art port.

It is the largest container port in Denmark, and with its outstanding efficiency, the port is one of the most productive in Denmark and Europe. In addition, the port has the capacity to handle the largest container ships in the world.

The Port of Aarhus is an important hub for ports in northern, southern and eastern Europe as well as for the eastern Mediterranean and the Far East, for which we have regular line connections. The rest of the world is reached through weekly feeder connections between Aarhus and the continental ports.

The client base includes a large number of diversified shipping lines with a total of 29 different transportation, container and port-related services. Through extensive infrastructure, the Port of Aarhus covers both Jutland and Funen as well as the Copenhagen area.

## FACTS

- Denmark's leading container port with a market share of 56%
- The Port of Aarhus handles approx. 9 m tonnes of cargo annually
- Among the most efficient container handling in Europe
- Currently 1,300 m quay with 14 m water depth alongside quay
- 8 gantry cranes, incl. 4 super post-panamax cranes, which can handle the largest ships in the world
- More than 2,500,000 m<sup>2</sup> area
- The harbour is extending its area to 4,200,000 m<sup>2</sup>
- 72% of all feed in Denmark is forwarded through the Port of Aarhus







## A FEW OF THE COMPANIES LOCATED IN GREATER AARHUS

TERMA<sup>®</sup>



BESTSELLER<sup>®</sup>

AAK

DXC.technology



salling group



schmidt/hammer/  
lassen/  
architects/



DANISH CROWN

SYSTEMATIC



Designit<sup>®</sup>  
a wipro company



SIEMENS



tvilum



C.F. Møller



Vestas<sup>®</sup>



Google<sup>™</sup>



UBER



## MADE IN AARHUS

**Aarhus provides an ideal platform to create and deliver innovative products and services to your customers. Here are a few examples.**

### **INGREDIENTS AND ENZYMES FROM DUPONT**

*Innovation in food and enzymes is big business in Aarhus. Several hundred new products are invented here every year, and are found globally in every second ice cream, every third cheese, and every fourth loaf of bread.*

### **WIND POWER FROM VESTAS, MHI VESTAS AND SIEMENS**

*The world's largest wind power plants are designed in Aarhus at the R&D facilities of companies such as Vestas and Siemens. These companies are responsible for 86% of the world's total offshore wind power.*

### **WATER TECHNOLOGY FROM GRUNDFOS, AVK AND OTHERS**

*The pumps from Grundfos and the valves, hydrants and accessories from AVK are cornerstones in water treatment, supply and distribution worldwide.*

### **BAGGAGE HANDLING SYSTEMS FROM BEUMER GROUP**

*BEUMER Group is one of the world's leading innovators and producers of baggage handling systems for airports and logistic centres: just imagine Singapore Airport without BEUMER Group's baggage handling system!*

### **INTELLIGENT HEATING FROM DANFOSS**

*Each year, 10 million thermostats pass through the Danfoss factory in Aarhus. Thermostats which ensure intelligent heating and energy savings. Since 1933 Danfoss has been developing state-of-the-art thermostats, heat pumps and refrigerators designed to provide a healthy indoor climate and maximum comfort packaged in an energy-efficient solution.*

### **LEGO**

*The toy that has come to define Danish creativity. For over 80 years, LEGO has brought joy to children all over the world. LEGO was founded in Billund outside Aarhus.*

### **LURPAK BUTTER**

*Danish butter is world-famous for its unparalleled taste and quality. The deluxe export brand Lurpak is "Made in Aarhus", where Arla Foods has its global headquarters.*

### **WORLD-FAMOUS PROGRAMMING LANGUAGE**

*C++ is one of the most widely used programming languages in the world. It was developed by Bjarne Stroustrup from Aarhus, and has been simplifying the interaction between machines and humans since its invention in the 80's.*

### **SUSTAINABLE REFRIGERATION FROM JOHNSON CONTROLS**

*Cooling and heating play key roles in virtually any sustainable energy system. The refrigeration systems from Johnson Controls are ideal due to their energy efficiency and use of natural refrigerants.*

### **PRECISE IVF TREATMENT FROM UNISENSE FERTILITECH**

*Unisense Fertilitech has developed a unique time-lapse system to facilitate improved IVF treatment, significantly increasing women's chances of conception.*

### **WORLD-CLASS HEALTHTECH SOLUTIONS**

*CSC, IBM, Systematic and many other IT companies have their international centres of excellence within health-tech in Aarhus, creating solutions for the health sector of tomorrow.*

### **RENEWABLE ENERGY BY APPLE**

*In Viborg just outside of Aarhus, Apple is investing \$1.9 billion in a state-of-the-art data centre. The centre will be fully powered by renewable energy and all excess energy will be used for district heating.*

### **GOOGLE CHROME**

*The powerful V8 engine in the highly popular internet browser Google Chrome was developed at Google's R&D facility in Katrinebjerg, Aarhus.*

*... and the list goes on!*



## Innovation Districts

Aarhus provides an ideal platform to develop and deliver innovative products and services. Within this compact geographical area, there are strong knowledge and innovation hubs within food, life science/healthcare, cleantech, ICT/tech and creative industries with a focus on film, fashion, design and architecture. The high concentration of advanced knowledge, innovation hubs and talent gives companies the perfect conditions for cutting-edge innovation and development.





## Food

### Agro Food Park

The ambition is to be the leading innovation and growth centre for food in Denmark - and among the best in the world. Here future products will be created by exciting companies along with research and education institutions. Today, about 1,200 people in Agro Food Park are spread over 80 companies and knowledge institutions.



## Health

### Health Hub - Skejby

The life science hub in Skejby/Aarhus includes the largest university hospital in Denmark, some of the country's strongest research and education institutions in life science and health technology as well as incubator environments for startups and scaleups. More than 15,000 employees and students work in the area spread over more than 50 companies, knowledge and education institutions, public and private hospitals, etc



## ICT

### Katrinebjerg

Katrinebjerg is Aarhus' ICT and Tech hub. The area is home to more than 120 companies, research and education institutions with a total of over 3,000 employees and students. The area's degree programmes and research are internationally recognized. International companies such as Google, Uber and WM Ware have established development centres here



## Creative industries

The creative industries such as fashion, film, architecture and design are evolving. Powerful brands like Bestseller, Hummel and Minimum as well as degree programmes at VIA University College and the fashion hub provide a thriving, stimulating ecosystem. Architecture and design, flagship companies as C.F. Møller, Schmidt Hammer Lassen, Arkitema and Designit and the Aarhus School of Architecture creates a fantastic foundation for further development. Film City Aarhus is strengthening the visual digital industry and joining their growth and expertise to other industries.



## Cleantech

### Navitas

Navitas is Denmark's innovation and education centre within cleantech, energy and related technologies. Navitas creates a knowledge ecosystem that breaks down boundaries between its participants; researchers, educations, entrepreneurs and businesses.



## Letbanen

(The Light Rail) is the latest addition to Aarhus' public transportation network. The inner section consists of 12 kilometers of rail track and stretches from the Southern Business Region through the main train station to Agro Food Park and beyond.



## Aarhus University

Aarhus University has more than 39,000 students and 10,900 employees. Among more than 17,000 universities worldwide, Aarhus University is in the top 100 on several influential rankings.



## VIA University College

VIA University College offers a wide range of degree programmes in subjects including health, social education, technology, trade, design, business and animation. There are 9,600 students spread over 23 Danish and international degree programmes at the two campuses in Aarhus.



## Business Academy Aarhus

One of the largest business academies in Denmark. BAA is a school of Applied Sciences that develops and offers practice-orientated higher education programmes primarily for the private business sector. BAA has more than 4,900 full-time students (700 are international students).



## Aarhus School of Architecture


The Aarhus School of Architecture has 150 employees and 800 students, including 175 international students. A new campus is being built in the creative district around the old freight yard. The new campus is scheduled for completion in 2020



## GTS Institutes

Denmark has seven government-approved research and technology organizations (GTS Institutes) with a total of 3,800 employees. The institutes play a key role in the Danish innovation system as the link between technology and business. Four of the seven institutes are located in Aarhus. These are: Alexandra Institute, DHI – Water and Environment, DTI – Danish Technological Institute and FORCE Technology





**“ Aarhus is an international, vibrant city that brings together bright and diverse minds. MHI Vestas has been headquartered here since our inception in 2014 and the city has provided a solid base for our global expansion. With a high proportion of skilled wind power and heavy industry specialists, we believe Aarhus has the right ingredients to attract and retain the world’s best employees.**

Philippe Kavafyan  
*CEO MHI Vestas Offshore Wind*

# FUTURE-PROOF ENVIRONMENTAL STANDARDS

**According to The World Energy Council, Denmark is a global leader in energy, with an ambitious plan to make the public transport sector 100% independent of fossil fuels by 2050. The businesses in Greater Aarhus are the key factor by contributing with skills and experience to the realization of these goals.**

Our wide range of knowledge-intensive companies and subcontractors within wind power, energy infrastructure and energy savings ensures the highest possible environmental standards.

Greater Aarhus is home to the world's leading players in the wind power industry. 40+ years of experience ensures that you will find universities with cutting edge know-how, dedicated test centres and a complete value chain of sub-suppliers and professional services.

Furthermore, Greater Aarhus is an European hotspot for the water sector, providing groundbreaking research, technology, services and solutions in the field of water management. The vision is to be the leading ecosystem in sustainable water-digital solutions by creating a global ecosystem of innovators, researchers, enthusiasts and decision-makers who together create

significant societal and commercial results.

As Aarhus is committed to becoming carbon neutral by 2030, the city provides an ideal test market for new cleantech solutions and business models.

On the waterfront, in a brand new part of the city, you can locate your business in an interdisciplinary innovation centre for energy and environmental technology – Navitas. The centre hosts the Aarhus University School of Engineering and the Aarhus School of Marine and Technical Engineering, research and development activities, as well as several cleantech companies, which reinforces Aarhus' position as a global cleantech giant.





**“ The Google engineering office in Aarhus benefits greatly from the local university environment. Aarhus University produces excellent computer scientists who are a good match for our teams. In addition, Aarhus’s reputation as a vibrant university city helps attract talent from all over the world.**

Mads Ager  
Google Aarhus Site Lead

# A CITY OF TECH

**Aarhus is partnering to create innovative tech solutions through knowledge-sharing across research specialisations and industries.**

In Aarhus there is a strong dynamic community of cutting-edge tech entrepreneurs, R&D departments of leading international tech companies such as Google, Uber and eBay and more than 20,000 IT professionals. In Aarhus you have access to world-class research from Aarhus University with leading specialists in and around IoT, Big Data, UX and Data Science.

We believe that clustering businesses, research and education within a specific field optimizes the flow of knowledge and enhances innovation. Therefore we established the IT City Katrinebjerg: a vibrant hub of talent, knowledge and professional networking within the tech industry.

Here, the Alexandra Institute delivers groundbreaking, cross disciplinary IT research, while INCUBA Science Park offers facil-

ities to companies and facilitates knowledge sharing between up-and-coming innovation businesses. Aarhus University is also present, with a large number of bright students studying computer science, engineering, information studies, media studies and digital design.

## **The Smart Aarhus partnership**

But our digital efforts go beyond Katrinebjerg. Smart Aarhus is exploring an alternative way of creating solutions for the city. Internationally recognised collaboration between business, government, academia and citizens, which is based on a human-centric approach and access to a broad range of open data, creates innovative and sustainable solutions.

**[smartaarhus.eu](http://smartaarhus.eu)**  
**[internetweekdenmark.com](http://internetweekdenmark.com)**



# FOOD FOR THOUGHT

**The Danish food cluster is the 3rd largest in the world, employing around 200,000 people, and ranked among the best in European Food Innovation. Several large international food companies, such as Arla Foods, Dupont, Danish Crown and AarhusKarlshamn have chosen to place their headquarters or R&D centres in Greater Aarhus.**

## Greater Aarhus

– the epicenter of the Danish food cluster

The Danish food sector delivers a quarter of Denmark's total exports of goods and services – and a third of that comes from Greater Aarhus (Statistics Denmark).

The highest concentration of food-related expertise in Europe is located within an hour's drive by car in Greater Aarhus area. Multinational companies, small innovative startups and scaleups, and leading research and education institutes are based here – and you'll find experts and scientists specialized in all aspects of the food value chain – including sustainable technology for high-yield farming; nutritional food components to help solve global health challenges; new technology to improve the efficiency and sustainability of food production; and consumer behavior to support successful sales on international markets.

## Cooperation

– a key ingredient for successful innovation

The best innovations are developed in partnership. In Aarhus, you'll meet the same openness to collaboration that drove the first Danish food cooperatives in the mid-1800s. Today, many of the region's cooperatives are leading international companies. This tradition for cooperation offers important benefits to companies that base their European activities in Greater Aarhus. Together, businesses, research organisations, educational institutions, the public sector, consumer organizations and networks make up a hotspot for profitable food innovation.

One example of this innovative environment is Agro Food Park – a fast growing food innovation hub located in Aarhus, which currently houses 80 companies and research institutions of all sizes, including the global innovation centre of the world's fifth largest dairy company, Arla Foods and Aarhus University's Department of Food Science.

A close-up photograph of a person's hand holding a syringe and injecting a clear liquid into a glass jar filled with fresh broccoli. The jar is part of a row of similar jars, suggesting a laboratory or food processing environment. The background is softly blurred, focusing attention on the action of the syringe.

[dca.au.dk/en](http://dca.au.dk/en)  
[danishfoodcluster.dk](http://danishfoodcluster.dk)  
[agrofoodpark.com](http://agrofoodpark.com)  
[danishfoodregion.dk](http://danishfoodregion.dk)  
[foodfestival.dk/en](http://foodfestival.dk/en)

**“ Our innovation unit in Aarhus is a significant catalyst for DuPont’s developments within food. This is why we plan to invest further in Denmark. Our research centre in Aarhus is world-class. Some of the world’s leading scientists of food ingredients work here.**

Matthias Heinzel  
President, DuPont Nutrition & Health





**“ Aarhus is a fantastic area if you want to rethink your business. For many years we have been talking about thinking ‘out of the box’ in terms of innovation and creativity. I think this is wrong. You have to think ‘on the edge of the box’ and rethink what you are already doing.**

*Christian Stadil,  
Owner, Hummel*

# TAP INTO THE CREATIVE FLOWS OF AARHUS

**Creativity thrives in Aarhus. The Danish heritage of user-oriented design and the collaborative spirit of Aarhus creates an inspiring space for architects and designers to break traditional boundaries. Working across sectors and industries, our creative minds develop solutions that make a difference locally as well as internationally.**

## Partner up on creativity

Creative partnerships thrive in Aarhus too. Within the creative industries, collaboration between local educational institutions and businesses is generating exciting new developments in architecture, new technology and design. International architectural firms like Schmidt Hammer Lassen Architects, C.F. Møller and Arkitema, design agencies and fashion companies provide a constant flow of innovation and creativity.

[ldcluster.com](http://ldcluster.com)  
[filmbyaarhus.dk/en](http://filmbyaarhus.dk/en)  
[godsbanen.dk/english](http://godsbanen.dk/english)

## No passing trend

The fashion industry is also growing: Aarhus houses many leading companies, such as Bestseller, Hummel and Minimum. The design degree programmes at VIA University College offer creative minds the tools they need to make an impact in the fashion world. Fashion is and will continue to be a strategic focus area for our city. In Aarhus, creativity is both a way of life and way of making a living.

## EDUCATE TO CREATE

*We believe in nurturing creative talent. The Aarhus School of Architecture offers our many design agencies and architectural offices a steady supply of quirky minds that dare to challenge conventions.*



# A HOTSPOT FOR LIFE SCIENCE AND HEALTHCARE

**Denmark is famous for its unique national welfare and healthcare programmes, and Aarhus is a world-class hotspot for life science and healthcare technology**

We are currently in the final process of building and developing one of the largest and most advanced hospital complexes in northern Europe. The hospital will, in collaboration with Aarhus University, house some of the world's most innovative health technologies, including the new National Centre for Particle Therapy.

## **A healthy collaboration**

The density of the healthcare and life science cluster in Aarhus generates close collaboration between health-related businesses, knowledge institutions, the hospital and the public healthcare sector, providing the conditions for the development of groundbreaking R&D and healthcare products. Generally, public sector institutions are open to offering private companies opportunities for real-life development, tests and demonstrations.

## **Use our brain**

With more than 33,000 students and around 1,600 PhD students, Aarhus University is the second-largest university in Denmark, and the Aarhus University Hospital has been voted the best hospital in Denmark for the tenth year in a row. This provides a great recruitment base for companies in relation to the recruitment of graduates and employment of young talents in work placements.



**“ As a global provider of healthcare technology, we always look for qualified and innovative talents to join the team and help us to continuously raise the bar for the Health Care IT. Thanks to the great talent mass in Aarhus we never have to look far.**

Jens Knobe  
Vice President of Integrated  
Workflow

Aarhus University and VIA University College offers cutting-edge education and research within life science, healthcare and health tech. Some of the strong research areas in Aarhus are:

- Neuroscience
- Cardiovascular research
- Food Research (Health and Nutrition)
- Cancer Research
- Personalized medicine (development of new drugs)
- Digital technologies such as Big Data, Internet of Things and Machine Learning as well as Bioinformatics
- Sensor technology (organic sensors and drug delivery)



# SAFE HARBOUR AND HIGH YIELD

The underlying growth and attractive development areas, combined with the stable Danish economy, high yield and a unique mortgage system with competitive transaction costs make Aarhus attractive for property investors.





Aarhus and Copenhagen are the two high-growth areas in Denmark in terms of new inhabitants, jobs and companies. Aarhus has many attractive development areas where flats and office space can be relatively easily rented out or sold thanks to the underlying growth. This situation, combined with the general Danish market conditions, makes Aarhus attractive for international property investors.

### **Attractive market conditions**

The Danish mortgage system has the lowest borrowing cost for the first 60% of property value of all European countries. And the transaction costs on property investments in Denmark are lower than in many other European countries.

A combination of cheap loan costs, a relatively high risk premium compared to the rest of Europe as well as the economic stability makes the Danish real estate market very attractive to invest in.

The risk-adjusted yields on property investment in Aarhus are attractive compared to investments in comparable cities in the rest of Europe.

## **THE STABLE DANISH ECONOMY**

*The Danish economy is stable. The national debt is low, and throughout the financial crisis and after, the Danish economy performed well. The economy of Denmark has been significantly less volatile than in most of Europe. This combination has resulted in a Standard & Poor's rating of AAA for the Danish economy. The Danish Krone (DKK) is linked to the Euro, which eliminates currency risks.*



# MICHELIN STARS AND DANISH DESIGN

**Aarhus is well known for great shopping. Thanks to a wealth of shops, rich culture, and plenty of eateries, Aarhus has something for everyone.**

The city offers a huge variety of diverse shopping opportunities, from exciting department stores to a wide selection of boutiques, markets, cafés and restaurants, even Michelin-starred one. One of Denmark's biggest and most visited shopping mall, Bruuns Galleri, is located in Aarhus and is visited by 11 million people annually.

Most of the city's shops and cafés are within 10 minutes' walking distance, along quiet pedestrian streets. In the Latin Quarter, you will find yourself in a medieval city center among small Danish and international designer boutiques.

This intimacy and the walkability combined with a vibrant cultural scene gives Aarhus a dynamic atmosphere. This is probably the reason why Aarhus is one of the most attractive shopping cities in Denmark.

Aarhus' population and tourism are constantly increasing, which keeps driving the demand for more shopping opportunities. 14 million people visit the 850 m main pedestrian shopping street "Strøget" each year. This provides growing revenue with favorable conditions for the retail sector.

## AARHUS AS A SHOPPING CITY

- The population is increasing by 1.4% every year
- The number of overnight stays by visitors to Aarhus increased by 28,9% from 2013 to 2018
- The total retail consumption in Aarhus was 16.6 billion DKK in 2013 and is expected to increase by 25% to 20.8 billion DKK in 2025.
- From 2013 to 2025, it is expected that consumption in Aarhus will increase by approximately 18% for groceries and by about 33% for specialty goods.



CrossEyes

CARROLL  
CARMEN

Guldsmed

MALENSBERGER



# DOING BUSINESS HERE: THE FACTS

Denmark and Aarhus are world leaders.

## HIGHEST BUSINESS EFFICIENCY

IMD World Competitiveness Report

1

Hong Kong

2

United Arab Emirates

3

Denmark

4

Sweden

5 Norway

6 Netherlands

7 Canada

8 Luxembourg

9 Switzerland

10 Ireland

## EASE OF DOING BUSINESS

World Bank

1

New Zealand

2

Singapore

3

Denmark

4

Hong Kong

5 Korea, Rep.

6 Georgia

7 Norway

8 USA

9 UK

10 Macedonia, FYR

## WORLD TALENT RANKING

IMD World Talent Report

1

Switzerland

2

Denmark

3

Norway

4

Austria

5 Netherlands

6 Canada

7 Finland

8 Sweden

9 Luxembourg

10 Germany

## RANKING OF HAPPINESS

UN World Happiness Report

1

Finland

2

Denmark

3

Norway

4

Iceland

5 Netherlands

6 Switzerland

7 Sweden

8 New Zealand

9 Canada

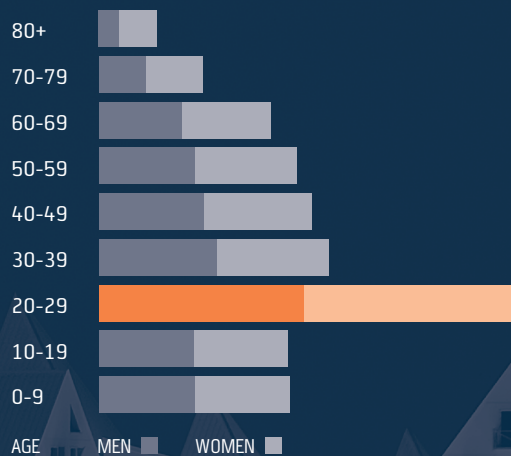
10 Australia



## Doing business here: The facts

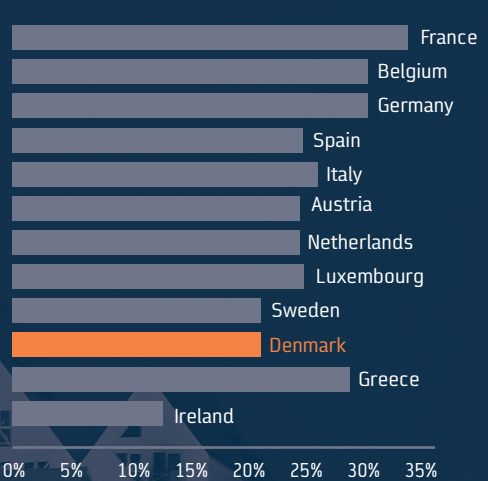
### 25% OF THE POPULATION IN AARHUS IS BETWEEN 20-29 YEARS OF AGE

Demographic pyramid



### BENCHMARK FOR CORPORATE TAX IN EUROPE

Denmark's corporate tax rate is 22%



### PHYSICAL INFRASTRUCTURE



*Airport – Two airports within a one-hour drive with popular international destinations*



*Overseas connections and frequent connections to the major ports of Europe*



*Train/ferry – Direct connections to Germany, Norway and Sweden*



*The Port of Aarhus – 75% of Danish exports are shipped by sea*



*The Port of Aarhus is the major port in Denmark, as 56% of all containers pass through Aarhus*

### DIGITAL INFRASTRUCTURE

*Denmark is no. 1 in future-readiness – the level of preparedness of an economy to effectively address its digital transformation, including Adaptive Attitudes, Business Agility, and IT Integration (IMD).*

1. Denmark
2. United States of America
3. Netherlands
4. Finland
5. Sweden
6. Singapore
7. United Arab Emirates
8. Canada
9. United Kingdom
10. Ireland

## ESTABLISHING A BUSINESS IN DENMARK

*It is easy to establish a business in Denmark compared to other Nordic countries.*

- Online registration of new companies means you are ready to do business within a few hours
- No residency requirements for management, including members of the executive board (CEO), board of directors or supervisory board shareholders, and board meetings can be held electronically
- No notarial deeds
- Flexible language requirements: registration of corporate documents of limited liability companies, "A/S" (Ltd.) and "ApS" (LLC), in Swedish or Norwegian language is possible as an alternative to Danish, and some documents may be registered in English
- Dividends may be distributed on an interim basis
- Danish company law is in conformity with current EU legislation

Every year there are approx.  
**2,000** new companies  
registered in Aarhus

**42%** of Aarhus' inhabitants  
have a post-secondary  
degree

## TAXATION IN DENMARK

*It is tax-efficient to establish your business in Denmark.*

- Corporate tax rate of 22%. This is below the world average. The effective rate is less, as business expenses and depreciations are tax deductible
- Virtually no social security contributions for employers as opposed to many other countries
- No capital duty, share transfer duty, or wealth taxes
- Dividends may generally be received/distributed without tax
- Unlimited loss carry forward
- Special taxation for high-salaried expats: The scheme enables the expat to pay a reduced income tax of 27% for up to 7 years

**86%** of Danes  
speak English

**47%** of Danes  
speak German



# Thinking about doing business in Aarhus?

**Business Aarhus is the  
official service and  
investment unit in Aarhus.**

**We give you one-stop  
access to Aarhus and  
we are always at your  
service.**

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**Business  
Aarhus**

**CITY OF AARHUS**

