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SOUTH DENMARK HEADS PROJECT TO PROMOTE ASIAN INVESTMENTS

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South Denmark European office in Brussels will train 40 Chinese and Indian representatives from the private and public sector as part of promoting investment in Europe

South Denmark European Office in Brussels, which helps companies, institutions and public sector authorities with international collaboration and development projects, is heading an EU-supported project that aims to provide advice to Chinese and Indian companies which want to establish their business in Europe.

From May, the South Denmark office will train 40 Chinese and Indian representatives from the private and public sector, who then will promote Europe as an investment zone at two seminars with 200 companies attending in China and India respectively. Subsequently, the 20 most investment-ready and capable companies will travel to Europe, including Denmark, to obtain information and prepare investments.

"For many years, we have seen Western companies establish their business in Asia, but now the wave is turning," Frank Rosengreen Lorenzen, EU advisor at South Denmark European Office told newspaper Erhvervsbladet. "Initially we saw people from China and India come to Europe for training, but now their companies are coming too. Their initial strategy is to invest in established companies in the EU countries, to achieve a foothold in EU markets. Later, business investments and a boom in tourism from Asia will follow," said Rosengreen Lorenzen.

A number of Chinese companies have specific plans to expand into Europe, but lack knowledge in this area. Deputy director Wang Zhiming of the Suzhou Bureau of the Foreign Trade and Economic Cooperation commented:

"Asian companies are increasingly interested in getting a foothold in the European market. So it is a natural development that Asian companies are starting to invest or establish companies in EU countries. Several Chinese companies have specific project ideas concerning establishment or marketing in the EU, but lack qualified knowledge. So we have asked the South Denmark China Office* to help us with this consultancy work with Asian companies, because we know the office has experience and expert knowledge in business promotion."

* South Denmark also has an office in Suzhou, China.

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