

Are you looking for the perfect meeting destination?

# DENMARK IS READY FOR BUSINESS

Learn how Denmark manages to be one of the safest and best countries for hosting business events during Covid-19.

## A SAFE HAVEN FOR BUSINESS TRAVELLERS

Despite the global pandemic, business travellers can feel safe when arriving in Danish airports, going to conference venues, staying at hotels or visiting the cosy bars and fine restaurants that have made the modern kingdom famous all over the world.

Denmark has been praised for its swift and decisive response to the Covid-19 outbreak. The shutdown was well-ordered, and the Danish society was soon able to reopen in a timely and responsive manner.

The Danish Government and health authorities have applied simple everyday rules and efficient regulations to limit the spread of the coronavirus. Now the situation is followed closely by the authorities as well as all suppliers in the meeting industry to implement and adjust initiatives and practices regularly. This secures the best balance between safety and a free and thriving society.

## The Danish recipe for a safe meeting and conference environment

### A nation of hand washers



Danes are good at following the basic rules of sanitizing and no matter where you go people are washing hands frequently.

### Easy access to hand sanitizers



You will find hand sanitizers almost everywhere you go; hotel lobbies, conference venues, cafés, bars, stores and shops.

### Keeping distance with a smile



Despite being a very open and welcoming people, the Danes have quickly learned to keep their distance physically. But they will still meet you with a smile.

### Test! Test! Test!



Denmark has a high Covid-19 test capacity, securing fast and free tests for everyone.

### Using face masks when fitting



The use of face masks is widespread in Denmark. However, rules and regulations are frequently revised according to the development of the Covid-19 situation.

### One of the best health care systems in the world



Everyone in Denmark, from high to low, young to old, are guaranteed free and fast access to doctors, medical assistance, and hospitals. And the standard is known to be among the absolute highest in the world.

For more information about hosting your next meeting in Denmark, please visit [www.meetdenmark.dk](http://www.meetdenmark.dk)



Danmarks  
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# DENMARK IS SHOWING THE WAY FORWARD

Danish innovations and fast thinking support the global fight against Covid-19.

## **Aarhus creates drive-in concerts to keep music alive**

The pandemic brought a stop to live music when major events were banned all over Denmark. But instead of just accepting the new circumstances with no live music, Aarhus, the second-largest city in Denmark, known for its vivid music scene, found an ingenious way to put on outdoor gigs: a new live music format: Drive-in Concerts, inspired by drive-in cinemas where you had live musicians performing on stage. Hundreds of cars filled with music-loving Danes could now see and listen to their favourite artists without worrying about viruses and infections.

## **Danish robots swab patients' throats for Covid-19**

A close cooperation between robot engineers from the University of Southern Denmark and Odense University Hospital has resulted in the development of the world's first fully automatic robot capable of carrying out throat swabs for Covid-19. This way, health care professionals will not be exposed to the risk of infection. The robots are now ready to enter the global market in corporation with Danish industrial partners.

## **Danish University shares recipe for DIY-emergency vents with the world**

When Covid-19 emerged, hospitals all over the world were soon in severe need of emergency ventilators. In association with several Danish industrial partners, a research group at Aalborg University worked at full speed to develop a concept for a new emergency ventilator that could be produced from industrial components available virtually everywhere. The specifications for the ventilator were published worldwide on the web, making them available for everyone at no costs.

## **Innovations for the health sector flourish in the shadow of Corona**

Copenhagen Health Innovators is a hugely successful incubator programme for talented teams of students working with health innovation. Despite putting an instant stop to physical workshops, interviews and meetings, the pandemic couldn't stop the teams from developing new great ideas. They swiftly relocated the programme to on-line meetings, tests, video pitches and presentations. The students ended up with eight new innovative ideas and business, ranging from a new toothbrush technology that will reduce plastic waste and increase mouth hygiene to the development of new diagnostic tools for influenza viruses.

## **From beer and fine spirits to hand sanitizing liquid**

Denmark is known to make some of the best beer and fine spirits in the world. But when hand sanitizers came in high demand after the Covid-19 outbreak, they reorganized their production in a few weeks so that they could supply locally brewed hand alcohol to the Danish health service. This means world class hand sanitizers, right?

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