



The World Badminton Championships strengthen trade cooperation between Asia and the Danish water sector

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Photo: Badminton Danmark

LEGACY OBJECTIVE:

The Confederation of Danish Industry, the Ministry of Foreign Affairs of Denmark and State of Green aimed to use the World Badminton Championships as a lever to strengthen trade cooperation between Denmark and several Asian countries.

Danish companies have significant commercial interests in these countries in the field of exporting Danish water solutions. Meanwhile, certain regions in Southeast Asia face significant water challenges, arising from rapid industrial growth, urban expansion, population increase, and the impacts of climate change.

The idea to combine the World Badminton Championships with the position of the Danish water sector emerged from a workshop facilitated by the Copenhagen Legacy Lab (Wonderful Copenhagen). Copenhagen Legacy Lab's intention was to present relevant business stakeholders to the potential for future trade collaboration between Asians and Danes based on a shared interest in badminton. This was done in collaboration with Badminton Denmark.

ACTIVITIES:

Subsequently, The Confederation of Danish Industry, the Ministry of Foreign Affairs of Denmark, and State of Green hosted a delegation consisting of representatives from China, Vietnam, Indonesia, Thailand, Malaysia, and the Philippines.

The Asian decision-makers visited Danish water suppliers and companies during the World Badminton Championships week and participated in a roundtable meeting facilitated by The Danish Water Industries Federation (DI Water) with actors from the Danish water sector. As a conclusion to the visit, a VIP event was organized in conjunction with the quarterfinals at the Royal Arena, combining world-class badminton with business development.

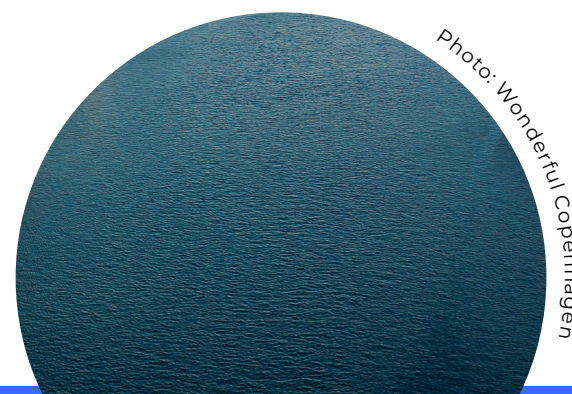


Photo: Wonderful Copenhagen

EVALUATION:

The Confederation of Danish Industry and Copenhagen Legacy Lab collected information about the conducted activity during the World Badminton Championships to learn from the process and evaluate positive and long-term effects over time.

A small survey among the participating Danish companies indicates the following outputs after the meeting with the Asian delegation:

- The activity has contributed to building new international relationships.
- The activity is expected to have a positive impact on Danish exports.
- The activity has provided knowledge about export barriers and potential customer needs.

Furthermore, the survey suggests that Danish companies are open to participating in similar activities related to future major events.

TESTIMONIAL:

Mads Helleberg Dorff, Director of The Danish Water Industries Federation (DI Water):

"The World Badminton Championships provided a unique opportunity to attract high-ranking officials from China, Vietnam, Indonesia, Thailand, Malaysia, and the Philippines for an exchange of perspectives on the water sector and the technologies that our member companies offer. In addition to meeting with DI Water, foreign officials have visited several of our member companies, including cBrain, AVK, Kamstrup, Aquaporin and Aarhus Vand. At DI Water it has inspired us to see opportunities for meeting new partners in connection with major events."