

# DENMARK

## Architects of Change

**I**n the space of a single week last October, tech giants Google and Facebook acquired over nine million square feet of land in Denmark that they intend to use as springboards for future European growth. The purchases are a resounding endorsement of the country's claim to be the most digitalized and digital-friendly country on the continent. At a civic level, almost all interactions with the Danish authorities already take place online, and each citizen has a specific digital signature to endorse important documents.

The business community also benefits from this digitalization. With the correct documentation, for instance, it is possible to set up a business and have it officially operational within 24 hours. "Our government identified the need to formulate a digitalization several years before anyone else," says Per Tejs Knudsen, CEO and founder of cBrain. "What also differentiates Denmark is this initiative came out of the Ministry of Finance, so it is driven by business needs rather than by the technology itself."

Although Denmark's recognition of the new technology's importance dates back decades, it took a significant leap forward in 2018 when the government launched its Digital Growth Strategy aimed at establishing Denmark as a digital hub.

This is now paying dividends as Danish companies lead the way in meeting the changing needs of companies in a post-COVID world. cBrain's F2 digital platform is but one example. Another is Impero's compliance management platform, which is fully in tune with the new zeitgeist. "Everyone is talking about how they work differently," says CEO Rikke Stampe Skov. "The pandemic has created a new kind of company culture and new ways of working that people would never have thought possible a few years ago."

Denmark's business technology sector is playing a key role in stretching the bounds of the possible and has emerged as one of the most digitally competitive in Europe. Its technology sector is now worth more than \$10 billion and leads the way in fields as diverse as audio and sound, robotics, wireless and mobile technology, security, and encryption as well as software.

In addition to their inventiveness, Denmark's high-tech pioneers stand out for what can best be described as their holistic approach to technological innovation. "I think Europe needs its own tech giants – organizations with European ethics and business culture instilled in their DNA," says Netcompany CEO André Rogaczewski.

No doubt the Danes will be leading the way.