



Conference and Business Forum

Tokyo 7-9 April 2003, Hotel New Otani Tokyo

On the occasion of the state visit to Japan of Her Majesty Queen Margrethe II
and His Royal Highness the Prince Consort



Dansk Industri og landbrugsraaete arrangerer i samarbejde med Danmarks eksportråd og den danske ambassade i Japan en række erhvervsaktiviteter i forbindelse med det officielee statsbesøg til Japan den 7.-9. april 2003.

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Vi kan være stolte af vores erhvervsliv og industri

At the beginning of the 21st century the commercial, economic and cultural ties between Denmark and Japan are as strong as ever. Our bilateral trade is an example of unproblematic international co-operation, where comparative advantages are fully utilized to mutual benefit.

A considerable number of Danish companies have established subsidiaries in Japan and are enjoying the advantage of being close to one of the biggest markets in the world. Similarly, many Japanese companies have found an excellent domicile in Denmark for doing business not only in our country but also with major parts of Europe.

With regard to advanced technology and business excellence Japan belongs to the trendsetters in the world. Denmark has some global front-runners in these fields as well. In addition, Denmark has developed state of the art solutions in the areas of environmental protection, renewable energy sources and social security. We can learn a lot from each other.

Consumers in Japan are familiar with a large selection of Danish products from high quality food specialties to products such as porcelain, silverware and furniture. Pharmaceuticals, medical equipment and a broad range of industrial products are also supplied from Denmark. Transport and other services play an important role as well and many Danish artists have found an interested public in Japan.

H.K.H. Kronprins Frederik deltager i konferencen og er protektor for erhvervs-fremstødet i Japan.

Fremstødet henvender sig til nedenstående målgrupper

AGRO & FOOD INDUSTRY

Food
Food Processing

BUILDING & CONSTRUCTION

Components
Interior Design
Materials

DESIGN

Fashion
Furniture
Gift Articles
Tableware

ENERGY & ENVIRONMENT

Renewable Energy
Solid Waste
Water Treatment

HEALTH CARE

Disposables
Medico Equipment
Pharmaceuticals
Rehab

LIFE SCIENCES

TOURISM



9:30-10:00

Registration of Japanese guests
Coffee

Official Opening of the Business Conference "Life in Denmark"

Moderator

H.E. Mr. Birger Riis-Jørgensen,
*State Secretary, Ambassador,
Danish Trade Council*

11:00

Opening speeches

by: His Royal Highness the Prince Consort

METI Representative

H.E. Mr. Per Stig Møller

Danish Minister for Foreign Affairs

11:30

Speeches

by: Mr. Hajime Sasaki

Chairman NEC Corporation

Mr. Peter Gæmelke

President, Danish Agricultural Council

Mr. Johan Schrøder

President, Confederation of

Danish Industries

Mr. Tadao Ando

Architect, Professor at Tokyo University

Film sequences on Life in Denmark

- Child Care and Education
- Design & Culture
- Energy & Environment
- Food & Agro Industry
- Infrastructure & Building
- Research & Industry

12:00

Presentation of

Danish Trade Group's Diploma and
His Royal Highness Prince Henrik's Award
for Excellence in Export

12:30-14:00

Lunch In the Presence of

Her Majesty Queen Margrethe II
His Royal Highness the Prince Consort
His Imperial Highness Prince Hitachi
Her Imperial Highness Princess Hitachi

15:00

"Title"

by: H.C. Andersen Foundation 2005 Rosendahl

"Danish Design & Lifestyle"

by: Fritz Hansen · Louis Poulsen
Royal Copenhagen

"Title"

by: Bell Xpress · Damixa · IC Companies Oticon · Ropox
· Schou Andersens Møbelfabrik · Thiele

"DHI User Group"

by: DHI Water and Environment

Advantages and Features of the Vestas Wind Turbine Generator"

by: Vestas

"The Future of Blood Gas Measurements"

by: Radiometer

"Danish Life Sciences Conference

– Applied Biomedical Science and Technologies"

by: Aarhus University · bioTEAM south
Copenhagen Capacity · Zealand Pharma

17:00

Contact Meetings

Individual Company Meetings with
Japanese Companies
Peterson Beck · Redan

Cocktail

End of Conference

Deltagerpriser

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Danmarks Eksportråd
www.um.dk



Dansk Industri
www.di.dk



Landbrugsrådet
www.agriculture.dk



Håndværksrådet
www.hvr.dk



Danmarks Turistråd
www.xx.dk



Dansk Handel & Service
www.dhs.dk



HTS – Handel, Transport og
Serviceerhvervene
www.hts.dk



Erhvervenes Eksportfremme
Sekretariat
www.ees.dk