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Confederation of Danish Industry

BUSINESSEUROPE



Marie Gad



How to benefit from
business know-how

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How to benefit from business know-how

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Outline

Brief presentation of DI and BUSINESSEUROPE

How can business contribute to development?

Barriers for business contributions

Advice for designing facilities

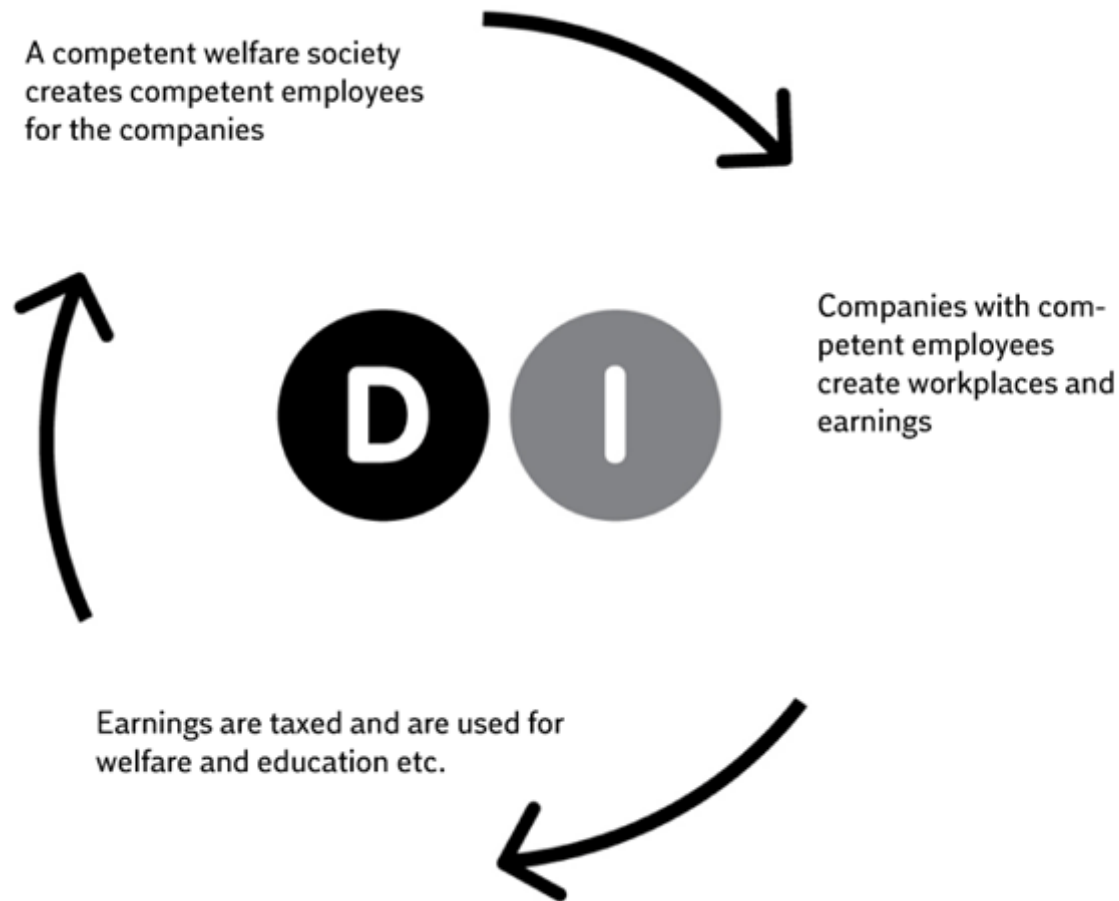


DI – Confederation of Danish Industry

- DI is a private employer and business organisation, representing 11,000 businesses.
- DI works to create the best possible conditions for the business community.
- DI handles matters within labour force, tax, climate, and integration.
- DI negotiates the largest collective agreements on the Danish labour market.



DI works for a stronger Denmark





DI assists members on location – worldwide

- Danish export sustains 750,000 Danish jobs
- 80% of Danish trade takes place within the internal market
- With the new growth markets, completely new opportunities are opening
- Therefore, DI assists members on location ...

BUSINESSEUROPE

- 40 member federations from 34 countries





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MYC4 - financing for African SMEs





BWSC - Rabai Power Plant





Toms Gruppen - from cocoa bean to gourmet chocolate





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Barriers

- Poor business environment => high risk, high costs
- Lack of knowledge
- Inadequate risk willing and patient capital
- "Is it good or bad to make money on doing business with the poor?"

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Advice for designing facilities



Look for win-win potential

- There must be both something in it for development and for business
- Ensure strategic long-term business focus



Develop business facilities, not developing facilities

- Ask for a return on investment - monetary, social or environmental
- Think like a business manager, not a public servant



Results before rules

- Be result-oriented
- Be flexible



Thank you for your attention

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How can business contribute to development

- Development of new solutions and technologies
- Manufacturing of products and services
- Job creation both directly and indirectly through the company and its supply chain
- Income generation through salaries and taxes
- Development of local suppliers and distributors
- Informal training and skills development as well as formal traineeships and education
- Dissemination of standards and best practices within environment, human rights etc.
- Building physical and institutional infrastructure through investments in factories and production equipment, telecommunications, transportation, electricity etc.