

Choosing a Premium Partnership

This partnership is an ideal choice for Partners who:

- ➔ Have the US project portfolio and size to be an industry leader and spearhead their agenda.
- ➔ See New York as a strategic focus market and wants to both increase visibility and business development efforts.
- ➔ Have a specific interest in pursuing new or emerging business areas, where tailored activities might be essential to create awareness, position the company and build outreach.
- ➔ Prioritize being part of the most profiled signature events that Danish Cleantech Hub hosts.
- ➔ May benefit from having their own flexible meeting and office facilities in New York.



Premium Partnership

With a Premium Partnership, the partner will get access to the full host of services, activities and events that Danish Cleantech Hub offers. Ranging from analysis to access services, speaking opportunities at collective events, individualized activities designed to specifically meet Partner needs, as well as our premium services, this partnership enables our large corporate Partners to consolidate their position as industry leaders and strengthen their strategic business development.

Premium Partnership

Analysis Services

- Regulatory landscape
- Location choice
- Market drivers
- Customer/market segmentation
- Partner/competitor overview

Access Services

- Partner meetings
- Client meetings
- Lead generation
- Network development

Collective Events

- City-city collaboration events
- Seminars, workshops and roundtables
- Conferences
- Trade fares
- NY Blue Tech Hub membership

Individualized Activities

- Tailored seminars, roundtable and conferences
- Demonstration events
- External speaking engagements

Premium Services

- Access to signature events during NYC Climate Week
- Press and communication assistance via our platforms
- Procurement monitoring
- Flexible office facilities in New York

Premium Partnership Structure

The Premium Partnership structure focuses on combining strategic direction and flexibility. Because the degree of interaction increases significantly with this type of partnership, the structure of this Partnership is also more formalized compared to other arrangements. (You can choose a max of 9 activities in total through out the year). The partnership overall structure is as follows:

- ➔ **Selecting focus areas:** Selecting 2-3 sectorial focus areas that guide the partnership.
- ➔ **Determining activities:** Under each of the focus areas, develop a overview of activities that the partner wish to participate in or have tailored, and services that are to be delivered by Danish Cleantech Hub.
- ➔ **Training:** Danish Cleantech Hub staff will through a training session with the partner to gain increased insights in to the specific US value propositions and projects.
- ➔ **Coordination meetings:** During quarterly meetings between the partner and Danish Cleantech Hub agree on the specific activities for the next 3 months.
- ➔ **Reporting:** Quarterly written overviews delivered to the partner, which tracks past and future partnership activities.