

# ➔ **US NETWORK FOR DANISH INTERIOR DESIGN COMPANIES**

**SOAK UP MARKET SPECIFIC INSPIRATION TO GROW YOUR BUSINESS IN THE US AND EASILY TAP INTO COLLECTIVE DANISH EFFORTS TO GROW THE INTERIOR DESIGN INDUSTRY.**

Danish Cleantech Hub in New York is launching a new and inspiring network for Danish interior design companies who are active players on the US market.

## **THRIVE THROUGH INSPIRATION**

This network has one aim - to further enable Danish design companies to succeed in US market place. This is a chance to discuss US specific topics with peers and network members in a precompetitive setting.

## **NETWORK PARTICIPANTS**

Participants are strategic decision makers related to company activities in the US, either located in Denmark or the US. Likely with responsibility for topics such as business development, sales or communication.

## **DANISH CLEANTECH HUB**

The Danish Cleantech Hub New York is a strategic partnership between the Confederation of Danish industry (DI) and State of Green. We thus draw on the experience from facilitating 100+ networks and a deep understanding of how to use a shared Danish narrative to build your business abroad.

## **HOW IT WORKS**

Each network meeting has a new topic. The network meets 4 times a year in New York City, with the option to join virtually.

### **Meeting dates (TBC):**

Next meeting is expected to take place 27 May!

## **MEMBERSHIP PRICE**

1,500 USD for a one year membership for the entire company. Members can freely send different participants depending on the topic of each network meeting.

## POTENTIAL MEETING TOPICS

- COVID-19 and sales – keeping customers engaged and virtual showrooms.
- **Circularity and sustainability** – can this be value drivers in a US market place?
- **Commodity vs. exclusivity** - standing out at your price point.
- **Partners search and selection** – how to find the right collaborators.
- **E-commerce and contracts** – navigating successfully in the e-marketplace.
- **A shared Danish narrative** – maximizing the value of strong national brand.
- **Press and media coverage** – impactful branding and placing stories.
- **Design collaborations** – a fast track method to penetrate the US market?
- **Sales, data and digitalization** – market leadership by smart use of data tools.
- **Staying relevant** – tools available for Danish companies to stay unique.
- **Human resource management** – Danish company operating in the US and hiring.
- **Renting models** – a hot US trend for both commercial and private clients.

## INDUSTRY EXPERTS

In addition to workshops, which will inspire network members to rethink, most network meetings will also include external expert speakers that can shed light on the topics discussed.

## INVOLVING THE DESIGN COMMUNITY IN DENMARK

This network will be a unique opportunity for especially US based staff to actively interact with Danish based organizations such as Lifestyle & Design Cluster and Creative Denmark. These are organizations that in different ways have abilities and initiatives that can support Danish company's US efforts within visibility, innovation and business development.

## CONTACT

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**ANY QUESTIONS PLEASE  
REACH OUT TODAY**

**READY TO REGISTER – SIGN  
UP ALSO AVAILABLE ONLINE**  
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