

# Industry 4.0 Seminar Business Intelligence Denmark

## Agenda

Working Language: **English**

**10:00** Coffee & Welcome

**10:15** Industry 4.0 in Denmark  
By Peder Degnbol

- Agenda of the Target Market Seminar
- Overview of Industry 4.0 in DK
- Estonian opportunities
- Do's and don'ts trading with Danes
- Q&A

**10:35** Adv. manufacturing & Automation  
By Bent Outzen

- DAU & Automation
- Danish sector strongholds and pitfalls
- Case-examples
- Q&A

**11:00** Doing business in Denmark  
By Kristina Marfeldt

- Business ethics
- Cultural differences
- Lessons learnt
- Q&A

**11:20** Industry 4.0 fair hi-tech Herning  
By Peder Degnbol

- What, why, when?
- Sign-up for Hi-tech

**11:30** Q&A?

See you in Denmark - **Tak!**



**When?**  
29<sup>th</sup> August  
10AM-12AM  
RSVP: [23<sup>rd</sup> Here](#)

**Where?**  
Radisson Blu Olümpia  
Seminar room Gamma  
Liivalaia 33, Tallinn10118

**What?**  
This is a seminar with information  
about Industry 4.0 developments &  
relevant fairs in Denmark – fall 2019

## Speakers

Kristina Marfeldt, Business Developer  
Proekspert

Bent Outzen, Chief Consultant at  
Confederation of Danish Industry (DI) and  
DAU (Danish Automation Society)

Peder Degnbol, Trade Advisor Enterprise  
Estonia – Danish ma



Euroopa Liit  
Euroopa  
Regionaalarengu Fond



Eesti  
tuleviku heaks



EAS  
Enterprise Estonia