



WP 6: The case of Denmark - or from cool cash to 'warm bodies'?

Stine Haakonsson, CBS
Belo Horizonte workshop
May 2011

INGINEUS "Impact of Networks, Globalisation, and their INTERaction with EU Strategies"
is sponsored by the 7th Framework Programme of the European Commission. www.ingineus.eu





Methodology remarks WP6

- Survey on GINs' in an industry with very few MNCs and many SMEs
- A story of push factors (?!)
- Integrated case study:
 - firm1 (4 interviews: 2 in company and 2 in network)
 - firm2 (x interview on current take-over in SA)



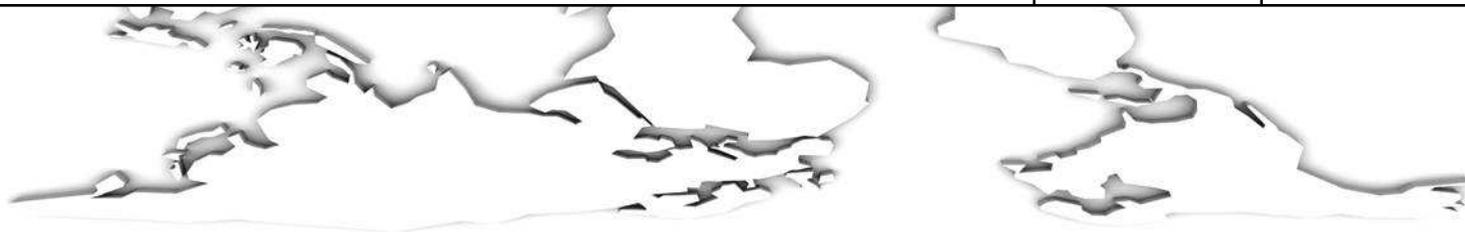


Denmark as country of origin

- Agro-food contributes with approx. 9 % of GDP, 20% of export value

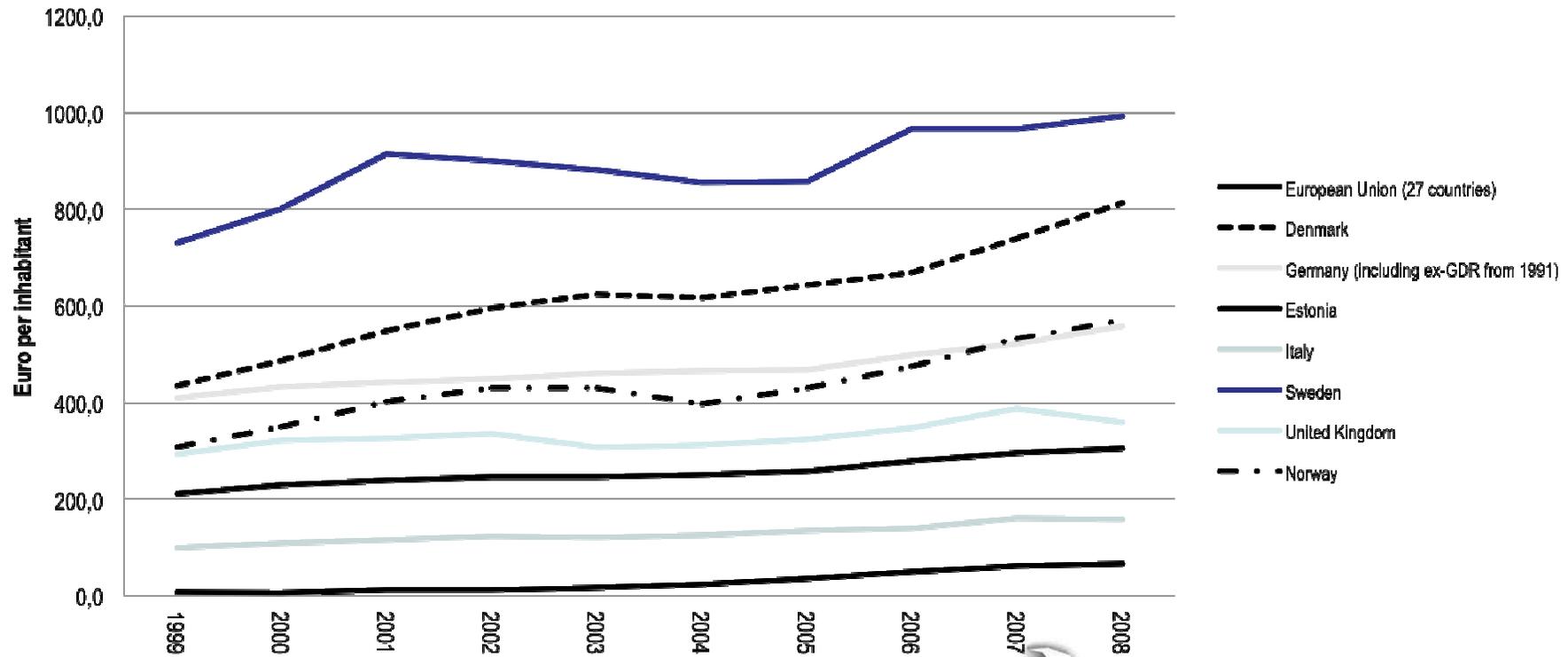
Year	Companies (R&D)	People in R&D	R&D expenses (DKK billion)
2008	246	2230	2067
2007	246	2172	1610

Enabler	EU27	Denmark
Tertiary education (per 100 pop aged 25-64)	24.3	34.5
Life-long learning (enrolled per 100 pop aged 25-64)	9.6	30.2





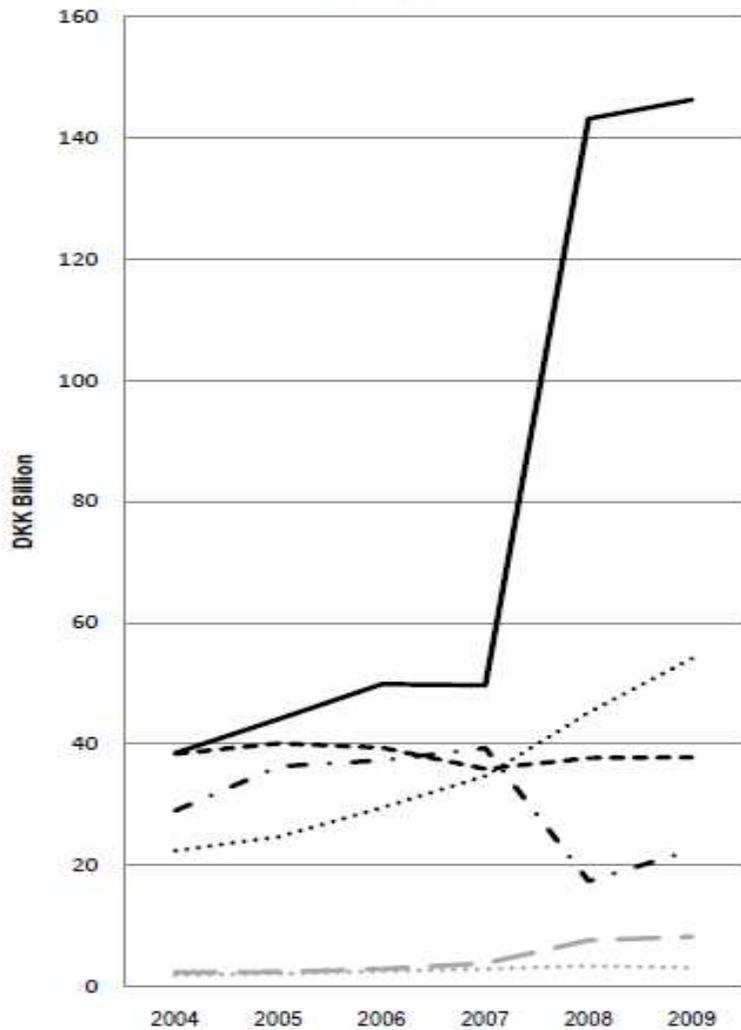
Innov: R&D Spending per capita



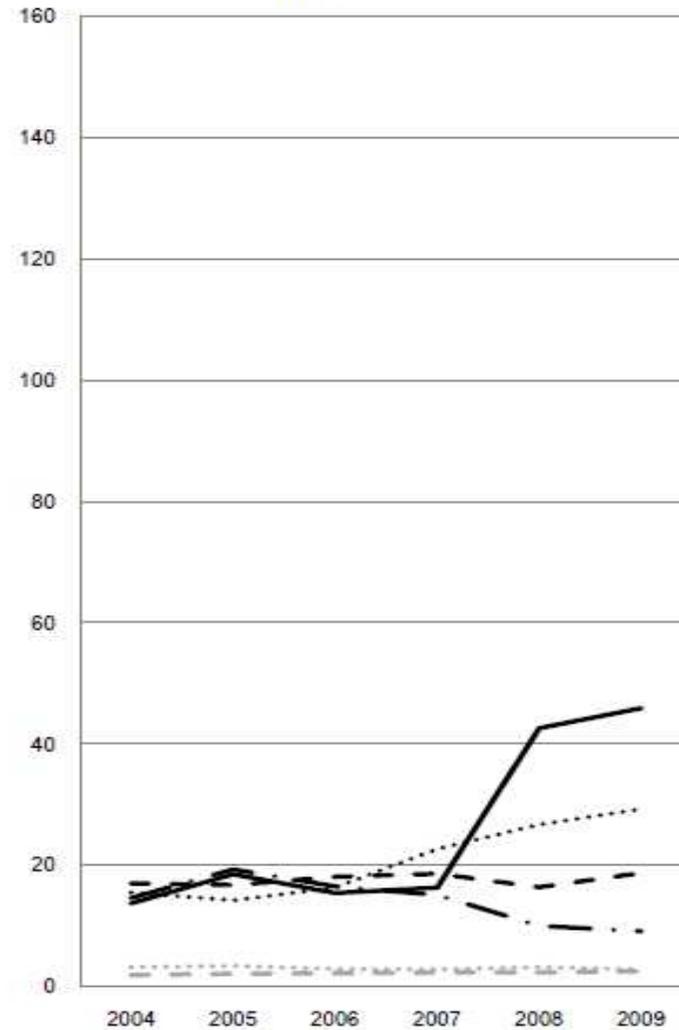


Internationalisation

Outward



Inward



- Food and beverage industry
- - Oil and plast industry
- Wood and paper industry
- · - Pharmaceutical industry
- Metal industry
- · - Electronic industry



firm1

- Terminology of exploitation and exploration (augmenting) as push-factors
- D history: from cooperative sugar producer to high (bio-)tech company
- In every second ice cream in the world, etc.

'Within our niche we are the leaders in the global market. Even though we are not a 'mega' company in terms of employees or market we are a leading company within our specialized areas'





firm2 I

- SA as an entry point into the African market – currently with highest growth (but 3% of D market)
- Location attractiveness of SA:FDI magnet - also in food, counter seasonality to Europe and local market
- Exploitation/augmenting into tastes and textures in African market + new types of yeast (and other): take over of a small local research unit:

'Generally, the raw materials for food in South Africa are of a very different standard than what we usually deal with which is a huge challenge. However, our customers are moving to South Africa and we want to follow with some local solutions to the problems they face there...'





firm2 II

- SA location Gauteng supplies 50 countries in SSA
- Limited availability of skilled labour and no innovation
- Cape Town company take-over in 2007 with new processes of testing application of enzymes in new products or new materials (24 hrs)
- Researchers/specialists: from 13 (2000) to 78 (2010)





Conclusion: from cool cash to warm bodies?

- No: too more cool cash... and some additional knowledge
- But: tapping into knowledge about the SSA market which is not available elsewhere
- Plans of bringing innovation to HQ – yet to happen





Thanks for your attention/questions

Stine Haakonsson
Sh.dbp@cbs.dk

INGINEUS "Impact of Networks, Globalisation, and their INteraction with EU Strategies"
is sponsored by the 7th Framework Programme of the European Commission. www.ingineus.eu

